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ABSTRACT

The Public Broadcasting Service (PBS) in order to obtain feedback about its programming, conducted an extensive survey of PBS television station managers which secured information about programming, system use and development, and PBS departmental evaluation. The general consensus was that programs were better balanced and developed than station managers felt they had been in a previous survey, and that there was interest in the development of new programs for teenagers, low income populations, and consumers. Also, station managers generally felt that the PBS staff was attentive to inquiries if a little slow in responding, and that they understood PBS operations sufficiently well to know the correct individual to contact for either routine business or emergencies. They indicated mixed feelings about the usefulness of information distributed to stations by PBS and about the use of advertising. (Author/SH)

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SURVEY OF PUBLIC TELEVISION STATION MANAGERS 1972

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MEDIA RESEARCH

W.C. Meierhenry, Project Director

Lincoln, Ne.

March, 1972

EM 009 800

ACKNOWLEGEMENTS

I am deeply grateful to the 139 station and/or network managers who responded to our telephone calls and mailings making it possible for this year's study to be 100 percent complete. Almost without exception, each of the managers consulted with members of their staffs in regard to particular aspects of their operations and thus the number of individuals involved in the study was many times the 139 stations or networks. Thus, the time expended by the managers was far in excess of the actual time required to complete the telephone calls and report the appropriate information.

Appreciation is also expressed to Mr. Willard D. Rowland, Jr., Research Associate for PBS, who has been the liaison between PBS and the staff of Media Research. Mr. Rowland was very helpful in developing the original questionnaire including the items to be covered and in resolving all issues and problems which arose during the study.

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W. C. Meierhenry
Project Director
March 1, 1972

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INTRODUCTION

Terms such as accountability, responsive to the needs of clients, and relevancy are terms and concepts which are in current use today. The staff of PBS demonstrated its willingness a year ago to go to the consumer and discover his feelings and attitudes toward a portion of the product, namely, programming. The decision to proceed with the second survey was made in the Fall of 1971 and Media Research at the University of Nebraska was again asked if they would be willing to undertake the study. After the decision was made that Media Research would do the study, more definite plans began to develop in December of 1971.

A staff member from PBS came to Lincoln in December to communicate the various areas in which PBS would like to obtain feedback from the station managers. In addition to securing information about programming, it was decided to add two major sections to the survey in order to secure information about System Use and Development along with PBS Departmental Evaluation. These two additions along with very much more extensive information about programming, more than doubled the length of the questionnaire and the amount of information which was requested. Through personal visits and telephone calls, the exact nature of the questionnaire was determined to the satisfaction of both parties.

It was decided that the questionnaires should be sent by air mail to each of the station managers with the request that they gather the information necessary to make responses and be ready for a telephone call in order to dictate the responses to the questionnaire. Questionnaires were placed in the mail immediately after Christmas so that they would arrive by early January. As a general rule, delivery was excellent and the station managers received the questionnaires in early January. Because of the holiday period, it was found that most station managers had not had an opportunity to check certain parts of the questionnaire with other members of their staff and so intensive telephone calls were not made until the middle of the first week in January.

One or more telephone calls were made to each of the 135 stations within the continental United States and all calls were completed within the period of January 3-18, as was originally projected for the study. Questionnaires were air mailed to the four PBS stations outside the boundaries of the United States, namely, Hawaii, American Samoa, Guam, and Puerto Rico. Telephone calls were subsequently made to Hawaii and Puerto Rico in order to obtain the return of the questionnaires and subsequently they were received. Thus this year's study is based upon a 100 percent return.

II

In the sections which follow, tabulations were made of the responses of station managers according to the type of license, the region of the country in which the station is located, and according to whether or not the station is located in the top 40 PBS market or the 42 ARB top market. The decision was made to place the tables together rather than place some of the information in the Appendix because there was some feeling that summaries made according to only one classification might not present a valid picture. As a consequence, much of the text of the report is made up of tables which makes reading difficult in some ways but which provides immediate access to the data summarized in a variety of ways.

Most of the station managers were very willing and anxious to cooperate in any way in order that their feelings might be represented in the study to the greatest extent possible. A number of the station managers returned the questionnaires which had been sent to them following the telephone interview in order that their responses might be recorded exactly and precisely. Such interest was generally characteristic of the desire of the station managers to have their responses properly recorded.

There were several station managers who were quite negative to the study in general or to PBS or to both. A small number of the managers, for example, were quite distressed at the amount of money involved in making telephone calls rather than securing responses in some other way and suggested that the money which was spent for the calls and for the study could better be allotted to the local stations. Some station managers expressed pessimism as to whether PBS was interested in making changes or would, in fact, respond to requests for changes by the station managers. PBS had not been responsive in the past and they didn't feel there was much likelihood of there being so in the future.

In the sections which follow, an attempt has been made to summarize the highlights and more obvious kinds of findings as reflected in tables and comments of the station managers. There are many implications of the data which it simply has been impossible to identify and project but which it is hoped that the PBS staff and others will make use of to explore more extensively.

I. PROGRAM EVALUATION AND NEEDS

1. How would you rate the general balance and development of the national program schedule?

Table 1.-a

		Community	State Authority	University	School	Total
Very Good	1	2	3	7	4	15
	2	25	12	20	11	68
	3	19	3	13	9	44
	4	1	1	4	0	6
Poor	5	1	0	1	0	2
N.A.		1	0	0	1	2
Total		49	19	46	25	139

Table 1.-b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Very Good	1	4	4	3	5	15
	2	14	17	19	19	68
	3	9	13	9	11	42
	4	1	2	1	4	8
Poor	5	0	1	0	1	2
N.A.		0	0	2	0	2
Total		28	37	35	40	139

Table 1.-c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Very Good	1	5	10	14	3	13	15
	2	25	46	70	24	45	68
	3	13	30	43	16	28	44
	4	0	6	6	1	5	6
Poor	5	1	1	2	1	1	2
N.A.		0	2	2	0	2	2
Total		44	95	137	45	94	139

On a five point scale with number 1 being designated "Very Good" and number 5 designated "Poor" well over half of the respondents were in either the 1 or 2 categories. The overall response without reference to any of the breakdowns placed a total of 61 per cent of the responses in categories 1 or 2. There were not significant deviations from this overall percentage from any of the breakdowns with the possible exception that the community stations had fewer responses in these two categories (55 per cent) in contrast to those stations operated by a State Authority (80 per cent). The "Great Lakes and Plains" region managers placed the fewest responses in categories 1 and 2 (56 per cent) while the "West and Southwest" region was the next lowest (59 per cent). There were only two stations or networks which felt that "Poor" represented the general balance and development of the national program schedule.

In regard to question 2, there was an overwhelming feeling that this year's national program schedule was either "significantly better" or "somewhat better" than was true for last year's schedule. There was a total of 85 per cent of the responses which were found in these two categories. As one scans the tables representing the four regions and also the composite table representing the top 40 PBS population markets and the top 42 ARB markets, there appears to be very little deviation among the various groupings from this overwhelming positive response.

It is interesting to note, however, that of the 16 responses indicating that the schedule was "not noticeably better or worse" that five each of these responses came from the university and school owned stations, respectively. When one examines the table representing the regions, 5 and 6 responses from the "Southeast" and "West and Southwest" regions checked the "not noticeably better or worse." Although it is not possible to determine exactly from the tables whether it is the university and/or school stations in the "Southeast" or the "West and Southwest" which were neutral about the schedule, it is apparent that this would be true for at least some of these stations. Only one station out of the 139 felt that the schedule was "significantly worse" and there was not a single response in the category of "somewhat worse."

2. On the basis of what you have seen of the current 1971-1972 national program schedule, how would you rate the overall quality of this year's service as compared to last year's (1970-71):

Table 2.-a

	Community	State Authority	University	School	Total
Significantly better:	11	4	11	5	30
Somewhat better:	34	10	30	14	88
Not noticeably better or worse:	2	4	5	5	16
Somewhat worse:	0	0	0	0	0
Significantly worse:	1	0	0	0	1
N.A.	1	1	0	1	3
Total	49	19	46	25	139

Table 2.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Significantly better:	5	10	9	7	30
Somewhat better:	21	23	18	26	88
Not noticeably better or worse:	2	3	5	6	16
Somewhat worse:	0	0	0	0	0
Significantly worse:	0	1	0	0	1
N.A.	0	0	2	1	3
Total	28	37	34	40	139

Table 2.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Significantly better:	10	21	31	9	22	30
Somewhat better:	29	59	88	33	55	88
Not noticeably better or worse:	4	12	16	2	14	16
Somewhat worse:	0	0	0	0	0	0
Significantly worse:	1	0	1	1	0	1
N.A.	0	3	3	0	3	3
Total	44	95	139	45	95	139

Table 3 discloses that there was quite widespread agreement as to the PSB series which have done most toward building the audience of the station during the calendar year of 1971. Almost one-third of the responses identified Sesame Street and the Electric Company as being significant programs in building the audience. Nine series accounted for 408 out of the total of 444 responses to this question.

There were some differences as to which programs were accorded the highest ratings with the community affiliates and the North Atlantic region giving first place to Masterpiece Theatre. Those stations serving the top 40 PBS population markets and the 42 ARB markets also gave strong support to Masterpiece Theater.

This question was difficult for some station managers to respond to since many of them do not have specific information about the reception of the program they telecast. They could only report in terms of the general feedback which they received from the public and some of the station managers listed

more than three series while others listed less. It is interesting to note the high positive response to "instructional" programs - in light of what one might consider to be the purpose of public television.

Although more programs were mentioned in response to question 4 as to the PBS series which had done the least toward building the audience in 1971, there was still considerable agreement that six programs contributed least. The six programs: Thirty Minutes With..., Black Journal, Masquerade, San Francisco Mix, Soul, and Critic at Large accounted for 248 out of the 390 responses or approximately 5/8 of all the negative responses. In examining the various breakdowns, it becomes evident that almost one-half of the responses about Black Journal were from university stations when the responses are examined according to station affiliations. One-half of the negative responses about Black Journal came from the station managers in the Southeast and Great Lakes and Plains regions. The stations which are located in the top 40 PBS markets and the top 42 ARB markets clearly considered Masquerade to have done the least in terms of building the audience followed by Soul and San Francisco Mix.

3. In your opinion, which three PBS series have done the most toward building your audience during calendar year 1971?

Table 3.-a

	Community	State Authority	University	School	Total
Sesame Street:	32	13	33	21	99
Masterpiece Theatre:	33	12	29	12	86
The Great American Dream Machine:	15	7	19	8	49
The Electric Company:	16	4	13	7	40
Evening at Pops:	9	3	8	6	32
Civilisation:	9	8	9	3	29
Firing Line:	7	5	6	7	25
Hollywood Television Theater:	12	2	8	3	25
The Advocates:	8	4	6	5	23
Mr. Rogers Series:	3	0	3	3	9
Special of the Week:	4	1	1	2	8
The French Chef:	2	2	2	1	7
Buckley Promotion Interviews:	0	0	2	1	3
Book Beat:	0	2	1	0	3
This Week:	1	0	0	1	2
Gene Shepherd's America:	0	0	2	0	2
Washington Week in Review:	1	0	0	1	2

Others receiving only one vote were: World Press, Black Journal, Evening Edition, Soul, Thirty Minutes With..., and the World We Live In.

Table 3.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Sesame Street:	18	27	26	28	99
Masterpiece Theatre:	19	22	21	24	86
The Great American Dream Machine:	10	16	8	15	49
The Electric Company:	10	16	5	9	40
Evening at Pops:	8	7	8	9	32
Civilisation:	6	5	7	11	29
Firing Line:	3	5	9	8	25
Hollywood Television Theater:	5	10	2	8	25
The Advocates:	3	5	10	5	23
Mr. Rogers Series:	2	3	2	2	9
Special of the Week:	3	2	2	1	8
The French Chef:	0	4	3	0	7
Buckley Promotion Interviews:	1	0	1	1	3
Book Beat:	0	1	1	1	3
This Week:	0	0	0	2	2
Gene Shepherd's America:	0	1	0	1	2
Washington Week in Review:	0	0	0	2	2

Table 3.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Sesame Street:	30	69	99	27	72	99
Masterpiece Theatre:	29	57	86	28	58	86
The Great American Dream Machine:	16	33	49	19	30	49
The Electric Company:	11	29	40	12	28	40
Evening at Pops:	9	23	32	8	24	32
Civilisation:	16	13	29	12	17	29
Firing Line:	6	19	25	6	19	25
Hollywood Television Theater:	13	12	25	13	12	25
The Advocates:	3	20	23	3	20	23
Mr. Rogers Series:	2	7	9	2	7	9
Special of the Week:	5	3	8	5	3	8

(continued)

Table 3.-c (continued)

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
The French Chef:	3	4	7	2	5	7
Buckley Promotion Interviews:	1	2	3	1	2	3
Book Beat:	2	1	3	1	2	3
This Week:	0	2	2	0	2	2
Gene Shepherd's America:	0	2	2	0	2	2
Washington Week in Review:	0	2	2	0	2	2

Others mentioned once each by Top 40 PBS and by Top 42 ARB stations: Evening Edition, Black Journal, Soul, and the World We Live In.

4. In your opinion, which three PBS series have done the least toward building your audience during 1971?

Table 4.-a

	Community	State Authority	University	School	Total
Thirty Minutes With...:	18	8	19	7	52
Black Journal:	16	4	24	8	52
Masquerade:	16	5	10	9	40
San Francisco Mix:	13	7	13	4	37
Soul:	11	2	17	4	34
Critic at Large: (David Little John)	11	4	12	6	33
Flick Out:	5	4	4	4	17
This Week:	7	1	4	1	13
World Press:	8	1	1	2	12
Artist in America:	3	4	3	1	10
Book Beat:	6	0	3	1	10
Bird of the Iron Feather:	3	0	4	2	9
Boboquivari:	3	2	2	2	9
Washington Week in Review:	5	0	2	1	8
The Great American Dream Machine:	1	1	2	2	6
Turned on Crisis:	2	1	3	0	6
Fanfare:	1	1	2	1	5
Chicago Sounds:	2	0	2	0	4
16 mm.:	1	1	1	1	4
They Went That Away:	1	1	1	1	4
Because We Care:	1	1	1	0	3
French Chef: (continued)	2	0	0	1	3

Table 4.-a (continued)

	Community	State Authority	University	School	Total
Realities:	0	2	0	2	4
Kukla, Fran & Ollie:	1	1	1	0	3
Special of the Week:	1	0	1	1	3
Hollywood Television Theater:	2	0	0	0	2
Gene Shepherd's America:	0	1	1	0	2
Sunday 10 O'Clock Slot:	1	0	1	0	2
Science '71:	0	1	0	1	2

Others mentioned once were: The Advocates, Firing Line, Homewood, Nobody But Yourself, Net Playhouse, President's Message, and Just Jazz. One station said, "All of those denied to us because not interconnected." Another said, "Civilisation, but only because of the time slot it was offered." Another mentioned the Repeat of Civilisation and still another said all Public Affairs Programs in general.

Table 4.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Thirty Minutes With...:	13	11	9	19	52
Black Journal:	8	14	12	18	52
Masquerade:	10	15	8	7	40
San Francisco Mix:	6	11	12	8	37
Soul:	5	10	6	13	34
Critic at Large: (David Little John)	6	11	5	11	33
Flick Out:	3	4	6	4	17
This Week:	2	5	3	3	13
World Press:	4	3	4	1	12
Artist in America:	1	2	4	4	11
Book Beat:	3	2	0	5	10
Bird of the Iron Feather:	1	5	1	2	9
Boboquivari:	5	0	1	3	9
Washington Week in Review:	1	4	1	2	8
The Great American Dream Machine:	1	2	0	3	6
Turned on Crisis:	1	3	1	1	6
Fanfare:	1	3	1	0	5
Chicago Sounds:	2	1	0	1	4
16 mm.:	0	1	3	0	4
They Went That Away: (continued)	2	0	0	2	4

Table 4.-b (continued)

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Because We Care:	1	1	1	0	3
French Chef:	0	1	1	1	3
Realities:	0	0	3	1	4
Kukla, Fran & Ollie:	0	1	2	0	3
Special of the Week:	0	1	0	2	3
Hollywood Television Theater:	1	0	1	0	2
Gene Shepherd's America:	0	0	1	1	2
Sunday 10 O'clock Slot:	1	1	0	0	2
Science '71:	1	0	0	1	2

Table 4.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Thirty Minutes With...:	21	31	52	19	33	52
Black Journal:	8	44	52	10	42	52
Masquerade:	16	24	40	16	24	40
San Francisco Mix:	16	21	37	13	24	37
Soul:	8	26	34	11	23	34
Critic at Large: (David Little John)	15	18	33	12	21	33
Flick Out:	5	12	17	7	10	17
This Week:	5	8	13	6	7	13
World Press:	7	5	12	7	5	12
Artist in America:	3	8	11	4	7	11
Book Beat:	3	7	10	3	7	10
Bird of the Iron Feather:	1	8	9	2	7	9
Bobquivari:	6	3	9	6	3	9
Washington Week in Review:	2	6	8	2	6	8
The Great American Dream Machine:	1	5	6	0	6	6
Turned on Crisis:	1	5	6	1	5	6
Fanfare:	1	4	5	1	4	5
Chicago Sounds:	2	2	4	1	3	4
16 mm.:	0	4	4	2	2	4
They Went That Away:	1	3	4	2	2	4
Because We Care:	1	2	3	0	3	3
French Chef:	1	2	3	1	2	3
Realities:	1	3	4	0	4	4
Kukla, Fran & Ollie:	1	2	3	1	2	3
Special of the Week: (continued)	0	3	3	1	2	3

Table 4.-c (continued)

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Hollywood Television Theater:	0	2	2	0	2	2
Gene Shepherd's America:	1	1	2	0	2	2
Sunday 10 O'clock Slot:	1	1	2	1	1	2
Science'71:	1	1	2	0	2	2

The responses in regard to question 5 dealing with the rating of the number of hours currently offered by PBS in each of several program categories will be summarized first according to the different ways of classifying stations and then according to the categories in general. There were no major differences among the responses according to the station affiliations on cultural types of programs with perhaps the exception that the community and school affiliates tended to respond a bit more in the "Too much" direction. Those stations in the West and Southwest accounted for seven of the 17 responses in the categories of "1" and "2" which was in the "Too much" direction.

In regard to the number of hours currently offered in the area of family and children's programs, the community station affiliates accounted for seven of the 12 responses in the direction of "Too much." There were no marked differences among responses from stations in the various regions or according to the top population markets served.

5. A. How would you rate the number of hours currently offered by PBS in each of the following program categories?

1. Cultural:

Table 5.A.-1.a

		Community	State Authority	University	School	Total
Too Much	1	2	0	0	0	2
	2	4	3	2	6	15
	3	33	12	33	14	92
	4	9	4	9	3	25
Too Little	5	0	0	1	1	2
N.A.		1	0	1	1	3
Total		49	19	46	25	139

Cultural:

Table 5.A.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too Much	1	2	0	0	0	2
	2	4	2	2	7	15
	3	17	31	23	21	92
	4	5	4	6	10	25
Too Little	5	0	0	1	1	2
N.A.		0	0	2	1	3
Total		28	37	34	40	139

Cultural:

Table 5.A.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too Much	1	2	0	2	2	0	2
	2	5	10	15	6	9	15
	3	29	63	92	26	66	92
	4	8	17	25	10	15	25
Too Little	5	0	2	2	1	1	2
N.A.		0	3	3	0	3	3
Total		44	95	139	45	94	139

2. Family and Children's:

Table 5.A.-2.a

		Community	State Authority	University	School	Total
Too Much	1	1	0	1	0	2
	2	6	0	2	2	10
	3	23	13	27	11	74
	4	15	3	9	5	32
Too Little	5	3	3	6	6	18
N.A.		1	0	1	1	3
Total		49	19	46	25	139

Family and Children's:

Table 5.A.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too Much	1	1	0	1	0	2
	2	3	2	3	2	10
	3	16	23	17	18	74
	4	5	8	8	11	32
Too Little	5	3	4	3	8	18
N.A.		0	0	2	1	3
Total		28	37	34	40	139

Family and Children's:

Table 5.A.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too Much	1	0	2	2	1	1	2
	2	3	7	10	5	5	10
	3	28	46	74	26	48	74
	4	10	22	32	10	22	32
Too Little	5	3	15	18	3	15	18
N.A.		0	3	3	0	3	3
Total		44	95	139	45	94	139

3. Instruction and Continuing Education:

Table 5.A.-3.a

		Community	State Authority	University	School	Total
Too Much	1	0	0	0	0	0
	2	1	0	1	0	2
	3	14	3	5	5	27
	4	15	2	13	9	39
Too Little	5	15	12	26	11	64
N.A.		4	2	1	0	7
Total		49	19	46	25	139

Instruction and Continuing Education:

Table 5.A.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too Much	1	0	0	0	0	0
	2	0	0	0	2	2
	3	11	5	4	7	27
	4	5	13	9	12	39
Too Little	5	10	18	18	18	64
N.A.		2	1	3	1	7
Total		28	37	34	40	139

Instruction and Continuing Education:

Table 5.A.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too Much	1	0	0	0	0	0	0
	2	1	1	2	1	1	2
	3	9	18	27	9	18	27
	4	14	25	39	14	25	39
Too Little	5	17	47	64	18	46	64
N.A.		3	4	7	3	4	7
Total		44	95	139	45	94	139

In regard to the question dealing with Instruction and Continuing Education, there were seven managers who did not answer the question and a number of others who preferred not to answer it because there was not a single program series dealing with Instructional and Continuing Education on the list supplied by PBS to the station managers; therefore, the responses to this question were more in terms of what the station managers would like to see rather than what actually was presented.

The community affiliated stations tended to respond less toward the "Too little" direction of responses than did the other types of stations according to affiliations. There were no major differences among stations classified according to regions and those serving the top markets.

When one examines the responses to the question about the hours currently offered in the category of Performance (musical-variety) there did not seem to be major differences in responses regardless of how one examines the identification of the stations. The same also appeared to be true for the responses to the amount of program currently offered in the category of Performance (non-musical).

So far as the number of hours currently offered in the category of Public Affairs, there did not seem to be major differences in responses according to the affiliation of the stations or the regions of the country served. As one examines the stations serving the top markets, however, it is clear that those stations tend to feel that there has been too much Public Affairs programming. This is especially true for those stations serving the top 42 ARB markets where 26 out of the 38 responses to items "1" and "2" toward the "Too much" direction were recorded by the 45 stations serving those markets.

4. Performance (Musical/Variety):

Table 5.A.-4.a

		Community	State Authority	University	School	Total
Too Much	1	4	1	1	1	7
	2	10	2	7	4	23
	3	19	9	25	13	66
	4	14	5	10	5	34
Too Little	5	1	2	2	1	6
N.A.		1	0	1	1	3
Total		49	19	46	25	139

Performance (Musical/Variety):

Table 5.A.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too Much	1	3	0	3	1	7
	2	4	8	3	8	23
	3	14	17	15	20	66
	4	7	8	10	10	35
Too Little	5	0	4	1	0	5
N.A.		0	0	2	1	3
Total		28	37	34	40	139

Performance (Musical/Variety):

Table 5.A.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too Much	1	2	5	7	1	6	7
	2	8	15	23	7	16	23
	3	20	46	66	23	43	66
	4	12	22	34	13	21	34
Too Little	5	2	4	6	1	5	6
N.A.		0	3	3	0	3	3
Total		44	95	139	45	94	139

5. Performance (Non-Musical):

Table 5.A.-5.a

		Community	State Authority	University	School	Total
Too Much	1	2	0	1	0	3
	2	6	3	2	5	16
	3	33	15	31	17	96
	4	6	1	11	1	19
Too Little	5	1	0	0	1	2
N.A.		1	0	1	1	3
Total		49	19	46	25	139

Performance (Non-Musical):

Table 5.A.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too Much	1	1	1	1	0	3
	2	5	4	4	3	16
	3	20	25	25	26	96
	4	2	7	2	8	19
Too Little	5	0	0	0	2	2
N.A.		0	0	2	1	3
Total		28	37	34	40	139

Performance (Non-Musical):

Table 5.A.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too Much	1	1	2	3	1	2	3
	2	5	11	16	4	12	16
	3	34	62	96	36	60	96
	4	3	16	19	3	16	19
Too Little	5	1	1	2	1	1	2
N.A.		0	3	3	0	3	3
Total		44	95	139	45	94	139

6. Public Affairs:

Table 5.A.-6.a

		Community	State Authority	University	School	Total
Too Much	1	7	2	4	3	16
	2	15	9	13	11	48
	3	18	8	22	8	56
	4	6	0	5	2	13
Too Little	5	2	0	1	0	3
N.A.		1	0	1	1	3
Total		49	19	46	25	139

Public Affairs:

Table 5.A.-6.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too Much	1	2	4	4	6	16
	2	10	14	12	12	48
	3	12	14	15	15	56
	4	3	5	1	4	13
Too Little	5	1	0	0	2	3
N.A.		0	0	2	1	3
Total		28	37	34	40	139

Public Affairs:

Table 5.A.-6.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too Much	1	6	10	16	6	10	16
	2	17	31	48	20	28	48
	3	17	39	56	14	42	56
	4	2	11	13	3	10	13
Too Little	5	2	1	3	2	1	3
N.A.		0	3	3	0	3	3
Total		44	95	139	45	94	139

As one examines the six categories of programs offered, it would appear that station managers feel that about the right amount of attention is being given to Cultural Programs, somewhat too little attention to Family and Children's programs, and far too little attention to Instruction and Continuing Education programs. Some difference of opinion is shown about Performance (musical-variety) programs, but there is general agreement that the amount is about right, with the same being true about Performance (non-musical) programs. In regard to Public Affairs, the largest number of responses were at the midpoint between too little and too much although there were more responses in the direction of too much rather than too little.

In regard to question 5.B. which asks the station managers to indicate which of the categories they would least like to see reduced if it became necessary to reduce the amount of programming, there seemed to be no major differences in responses to the question about Cultural programming by station affiliation or region of the country. If one looks at those stations serving the top markets, however, it is clear that these stations would prefer least to have Cultural programming reduced.

There did not seem to be any major differences in responses according to the ways in which stations were classified in regard to the possible reduction of Family and Children's programs. University and school affiliated stations would least like to see Instruction and Continuing Education given less attention, although 24 of the 60 responses in the lowest category were supplied by university affiliated stations. Such stations probably feel that they are in a position to develop Instruction and Continuing Education on their own. There did not appear to be major differences among the regions and those stations serving the top markets.

There did not seem to be major differences in responses either of the questions about Performance (musical-variety) or (non-musical) on any of the ways of classifying stations. In regard to less attention to Public Affairs, the community and university stations would give much higher priority to such programs than would those stations affiliated with state authorities or schools (36 out of the 46 responses in "1" and "2" representing the highest priority were recorded by community and university affiliated station managers.) Those managers representing stations in the North Atlantic region tended to give somewhat higher priority to Public Affairs programs while there were no major differences in those stations serving the top market.

B. If PBS were forced to reduce the amount of programming it feeds, rate in order the categories you would <u>least</u> like to see reduced as a share of the over-all service.

1. Cultural:

Table 5.B.-1.a

		Community	State Authority	University	School	Total
Highest	1	7	5	5	3	20
	2	10	5	15	4	34
	3	10	2	8	9	29
	4	10	2	8	4	24
	5	6	4	7	5	22
Lowest	6	1	1	3	0	5
N.A.		5	0	0	0	5
Total		49	19	46	25	139

Cultural:

Table 5.B.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	5	6	6	20
	2	6	10	6	12	34
	3	5	10	10	4	29
	4	7	6	2	9	24
	5	3	4	7	8	22
Lowest	6	2	1	1	1	5
N.A.		2	1	2	0	5
Total		28	37	34	40	139

Cultural:

Table 5.B.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	11	9	20	10	10	20
	2	11	23	34	11	23	34
	3	6	23	29	8	21	29
	4	6	18	24	7	17	24
	5	5	17	22	4	18	22
Lowest	6	2	3	5	2	3	5
N.A.		3	2	5	3	2	5
Total		44	95	139	45	94	139

2. Family and Children's:

Table 5.B.-2.a

		Community	State Authority	University	School	Total
Highest	1	17	7	21	15	60
	2	18	7	9	5	39
	3	5	4	6	1	16
	4	2	1	5	0	8
	5	1	0	5	3	9
Lowest	6	2	0	0	0	2
N.A.		4	0	0	1	5
Total		49	19	46	25	139

Family and Children's:

Table 5.B.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	10	18	13	19	60
	2	8	11	12	8	39
	3	4	5	4	3	16
	4	1	0	1	6	8
	5	3	2	1	3	9
Lowest	6	1	0	1	0	2
N.A.		1	1	2	1	5
Total		28	37	34	40	139

Family and Children's:

Table 5.B.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	16	44	60	15	45	60
	2	14	25	39	15	24	39
	3	6	10	16	6	10	16
	4	3	5	8	4	4	8
	5	3	6	9	3	6	9
Lowest	6	0	2	2	0	2	2
N.A.		2	3	5	2	3	5
Total		44	95	139	45	94	139

3. Instruction and Continuing Education:

Table 5.B.-3.a

		Community	State Authority	University	School	Total
Highest	1	3	3	6	4	16
	2	3	2	3	5	13
	3	6	4	5	2	17
	4	5	0	3	2	10
	5	8	2	4	3	17
Lowest	6	19	8	24	9	60
N.A.		5	0	1	0	6
Total		49	19	46	25	139

Instruction and Continuing Education:

Table 5.B.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	1	5	5	5	16
	2	1	3	6	3	13
	3	2	2	5	8	17
	4	0	7	1	2	10
	5	6	4	1	6	17
Lowest	6	17	15	14	15	61
N.A.		2	1	2	1	6
Total		28	37	34	40	139

Instruction and Continuing Education:

Table 5.B.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	4	12	16	5	11	16
	2	2	11	13	2	11	13
	3	4	13	17	4	13	17
	4	6	4	10	6	4	10
	5	4	13	17	7	10	17
Lowest	6	21	39	59	18	42	60
N.A.		3	3	6	3	3	6
Total		44	95	139	45	94	139

4. Performance (Musical/Variety):

Table 5.B.-4.a

		Community	State Authority	University	School	Total
Highest	1	0	1	3	2	6
	2	6	2	5	0	13
	3	11	2	6	7	26
	4	11	5	12	6	34
	5	11	6	12	6	35
Lowest	6	6	3	8	2	19
N.A.		4	0	0	2	6
Total		49	19	46	25	139

Performance (Musical/Variety):

Table 5.B.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	1	1	2	2	6
	2	3	2	4	4	13
	3	8	6	2	10	26
	4	3	10	13	8	34
	5	7	11	7	10	35
Lowest	6	5	6	3	5	19
N.A.		1	1	3	1	6
Total		28	37	34	40	139

Perfcrmance (Musical/Variety):

Table 5.B.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	1	5	6	1	5	6
	2	4	9	13	3	10	13
	3	10	16	26	9	17	26
	4	10	24	34	13	21	34
	5	12	23	35	11	24	35
Lowest	6	5	14	19	6	13	19
N.A.		2	4	6	2	4	6
Total		44	95	139	45	94	139

5. Performance (Non-Musical):

Table 5.B.-5.a

		Community	State Authority	University	School	Total
Highest	1	6	0	4	0	10
	2	5	1	5	6	17
	3	8	4	10	1	23
	4	10	10	13	5	38
	5	12	3	12	6	33
Lowest	6	3	1	2	5	11
N.A.		5	0	0	2	7
Total		49	19	46	25	139

Performance (Non-Musical):

Table 5.B.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	2	1	4	10
	2	5	4	3	5	17
	3	2	7	6	8	23
	4	13	8	6	11	38
	5	3	12	11	7	33
Lowest	6	0	3	4	4	11
N.A.		2	1	3	1	7
Total		28	37	34	40	139

Performance (Non-Musical):

Table 5.B.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	3	7	10	4	6	10
	2	8	9	17	8	9	17
	3	6	17	23	7	16	23
	4	13	25	38	8	30	38
	5	9	24	33	13	20	33
Lowest	6	2	9	11	2	9	11
N.A.		3	4	7	3	4	7
Total		44	95	139	45	94	139

6. Public Affairs:

Table 5.B.-6.a

		Community	State Authority	University	School	Total
Highest	1	12	3	10	1	26
	2	5	3	9	5	22
	3	6	4	11	5	26
	4	7	1	5	7	20
	5	4	3	5	1	13
Lowest	6	11	5	6	6	28
N.A.		4	0	0	0	4
Total		49	19	46	25	139

Public Affairs:

Table 5.B.-6.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	9	7	5	5	26
	2	4	6	2	10	22
	3	6	7	7	6	26
	4	2	6	8	4	20
	5	4	2	3	4	13
Lowest	6	2	8	7	11	28
N.A.		1	1	2	0	4
Total		28	37	34	40	139

Public Affairs:

Table 5.B.-6.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	7	19	26	8	18	26
	2	6	16	22	6	16	22
	3	9	17	26	8	18	26
	4	7	13	20	8	12	20
	5	6	7	13	3	10	13
Lowest	6	7	21	28	10	18	28
N.A.		2	2	4	2	2	4
Total		44	95	139	45	95	139

In examining the several categories of programs, there was a tendency for station managers to give a fairly high priority to the retention of Cultural programs. There was a very high demand for continuing Family and Children's programs. Some ambivalence was evident in regard to Instruction and Continuing Education, but it was generally a low priority. Average priority was given to both Performance (musical/variety) and Performance (non-musical). Mixed feelings were expressed about Public Affairs programming. In the latter category, there were almost as many station managers who gave it highest priority in terms of retention (26 responses) as opposed to lowest priority (28).

In regard to question 6.A., dealing with additional programming, there were a number of categories listed for various age groups. The first one, dealing with Preschool, did not seem to elicit substantially different responses from station managers according to the affiliation of their stations. The possible exception being the community and university affiliated stations which gave this lowest priority; 32 of the 46 responses in the lowest category being given by these two affiliations. There was slightly more positive response to developing Preschool programs by those stations in the Great Lakes and Plains region and higher priority given by those stations in the top 40 PBS markets as opposed to the top 42 ARB markets.

6. As you know, a number of polls of the stations have been conducted by PBS during the past year. Findings from these polls give rise to the following questions about additional programming.

   A. With the understanding that these classifications are variously defined and not always distinct, rate the importance of developing programs for each of the following age groups:

      1. Preschool:

Table 6.A.-1.a

		Community	State Authority	University	School	Total
Highest	1	4	0	2	0	6
	2	2	2	3	1	8
	3	6	1	2	0	9
	4	4	2	5	4	15
	5	7	3	7	3	20
	6	5	2	8	8	23
Lowest	7	14	8	18	6	46
N.A.		7	1	1	3	12
Total		49	19	46	25	139

Preschool:

Table 6.A.-1.b

		North Atlantic	Great Lakes	Southeast	West and Southwest	Total
Highest	1	2	2	1	1	6
	2	1	1	4	2	8
	3	3	3	0	3	9
	4	2	4	2	7	15
	5	1	9	5	5	20
	6	2	7	8	6	23
Lowest	7	15	8	10	13	46
N.A.		2	3	4	3	12
Total		28	37	34	40	139

Preschool:

Table 6.A.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	1	5	6	2	4	6
	2	4	4	8	0	8	8
	3	5	4	9	2	7	9
	4	6	9	15	6	9	15
	5	4	16	20	8	12	20
	6	4	19	23	5	18	23
Lowest	7	16	30	46	18	28	46
N.A.		4	8	12	4	8	12
Total		44	95	139	45	94	139

2. Early Elementary:

Table 6.A.-2.a

		Community	State Authority	University	School	Total
Highest	1	3	1	2	3	9
	2	3	2	0	0	5
	3	6	3	5	2	16
	4	7	2	10	1	20
	5	10	2	16	6	30
	6	11	7	13	7	38
Lowest	7	2	1	2	3	8
N.A.		7	1	2	3	13
Total		49	19	46	25	139

Early Elementary:

Table 6.A.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	2	2	3	2	9
	2	1	2	0	2	5
	3	4	4	4	4	16
	4	4	9	2	5	20
	5	2	13	6	9	30
	6	11	5	10	12	38
Lowest	7	1	0	4	3	8
N.A.		3	2	5	3	13
		28	37	34	40	139

Early Elementary:

Table 6.A.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	4	5	9	2	7	9
	2	2	3	5	1	4	5
	3	8	8	16	6	10	16
	4	7	13	20	8	12	20
	5	5	25	30	4	26	30
	6	13	25	38	16	22	38
Lowest	7	2	6	8	4	4	8
N.A.		3	10	13	4	9	13
Total		44	95	139	45	94	139

3. Preteen:

Table 6.A.-3.a

		Community	State Authority	University	School	Total
Highest	1	6	4	4	4	18
	2	9	5	4	6	24
	3	2	2	8	3	15
	4	9	2	15	2	28
	5	11	3	8	5	27
	6	4	2	5	2	13
Lowest	7	2	0	1	1	4
N.A.		6	1	1	2	10
Total		49	19	46	25	139

Preteen:

Table 6.A.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	4	5	4	5	18
	2	8	8	4	4	24
	3	3	4	1	7	15
	4	5	8	8	7	28
	5	4	6	8	9	27
	6	1	5	2	5	13
Lowest	7	0	1	2	1	4
N.A.		3	0	5	2	10
Total		28	37	34	40	139

Preteen:

Table 6.A.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	7	11	18	5	13	18
	2	11	13	24	9	15	24
	3	3	12	15	6	9	15
	4	6	22	28	5	23	28
	5	11	16	27	13	14	27
	6	3	10	13	2	11	13
Lowest	7	0	4	4	1	3	4
N.A.		3	7	10	4	6	10
Total		44	95	139	45	94	139

4. Teenager:

Table 6.A.-4.a

		Community	State Authority	University	School	Total
Highest	1	8	5	18	11	37
	2	4	3	8	5	20
	3	10	4	5	3	22
	4	7	2	3	2	14
	5	1	2	4	0	7
	6	7	0	5	2	14
Lowest	7	6	3	8	1	18
N.A.		6	0	0	1	7
Total		49	19	46	25	139

Teenager:

Table 6.A.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	9	9	9	10	37
	2	3	3	5	9	20
	3	4	5	7	6	22
	4	5	3	2	4	14
	5	1	1	0	5	7
	6	2	4	4	4	14
Lowest	7	2	10	4	2	18
N.A.		2	2	3	0	7
Total		28	37	34	40	139

Teenager:

Table 6.A.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	10	27	37	11	26	37
	2	5	15	20	6	14	20
	3	8	14	22	8	14	22
	4	6	8	14	6	8	14
	5	3	4	7	3	4	7
	6	4	10	14	5	9	14
Lowest	7	6	12	18	4	14	18
N.A.		2	5	7	2	5	7
Total		44	95	139	45	94	139

5. Young Adult:

Table 6.A.-5.a

		Community	State Authority	University	School	Total
Highest	1	8	4	6	0	18
	2	15	2	12	6	35
	3	5	6	14	4	29
	4	4	3	3	7	17
	5	6	2	4	3	15
	6	5	2	3	1	11
Lowest	7	1	0	2	2	5
N.A.		5	0	2	2	9
Total		49	19	46	25	139

Young Adult:

Table 6.A.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	2	4	4	8	18
	2	8	9	11	7	35
	3	6	6	7	10	29
	4	3	7	3	4	17
	5	6	2	4	3	15
	6	2	6	1	2	11
Lowest	7	0	0	0	5	5
N.A.		1	3	4	1	9
Total		28	37	34	40	139

Young Adult:

Table 6.A.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	7	11	18	6	12	18
	2	10	25	35	13	22	35
	3	10	19	29	11	18	29
	4	4	13	17	6	11	17
	5	5	10	15	1	14	15
	6	5	6	11	4	7	11
Lowest	7	1	4	5	1	4	5
N.A.		2	7	9	3	6	9
Total		44	95	139	45	94	139

6. General Adult:

Table 6.A.-6.a

		Community	State Authority	University	School	Total
Highest	1	12	6	10	2	30
	2	6	1	6	3	16
	3	8	1	5	7	21
	4	6	2	5	4	17
	5	3	3	6	1	13
	6	5	1	5	1	12
Lowest	7	6	4	8	6	24
N.A.		3	1	1	1	6
Total		49	19	46	25	139

General Adult:

Table 6.A.-6.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	6	9	6	0	30
	2	2	5	2	7	16
	3	3	8	5	5	21
	4	5	1	6	5	17
	5	5	2	3	3	13
	6	4	2	3	3	12
Lowest	7	3	9	5	7	24
N.A.		0	1	4	1	6
Total		28	37	34	40	139

General Adult:

Table 6.A.-6.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	13	17	30	11	19	30
	2	8	8	16	9	7	16
	3	3	18	21	4	17	21
	4	4	13	17	5	12	17
	5	4	9	13	5	8	13
	6	4	8	12	2	10	12
Lowest	7	7	17	24	8	16	24
N.A.		1	5	6	1	5	6
Total		44	95	139	45	94	139

7. Elderly:

Table 6.A.-7.a

		Community	State Authority	University	School	Total
Highest	1	8	2	10	4	24
	2	9	9	12	5	35
	3	9	2	7	5	23
	4	6	3	4	3	16
	5	5	1	3	4	13
	6	2	2	5	0	9
Lowest	7	6	0	5	1	12
N.A.		4	0	0	3	7
Total		49	19	46	25	139

Elderly:

Table 6.A.-7.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	4	8	5	7	24
	2	4	11	9	11	35
	3	4	6	7	6	23
	4	3	3	5	5	16
	5	6	2	2	3	13
	6	3	3	0	3	9
Lowest	7	3	3	3	3	12
N.A.		1	1	3	2	7
Total		28	37	34	40	139

Elderly:

Table 6.A.-7.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	7	17	24	10	14	24
	2	11	24	35	10	25	35
	3	6	17	23	7	16	23
	4	7	9	16	6	10	16
	5	7	6	13	7	6	13
	6	2	7	9	3	6	9
Lowest	7	3	9	10	0	12	12
N.A.		1	6	7	2	5	7
Total		44	95	139	45	94	139

There were not major differences among the station affiliations in regard to developing Early Elementary programs although those stations in the North Atlantic region had somewhat less interest in developing Early Elementary programs. Those stations serving the top 40 PBS markets had a greater interest in Early Elementary programs than did those stations serving the top 42 ARB markets.

There were a number of "no answer" responses to the question about developing Pre-Teen programs. Many station managers felt that ETV stations are not likely to capture much of the Pre-Teen audience and therefore refused to respond to the question. Of those who did respond, there were no major differences among types of station affiliations or according to regions of the country. Those stations serving the top markets tended to distribute themselves about equally on the question of Pre-Teen programs.

There did not appear to be major differences in responses of stations to the question of more programming for either Teenagers or Young Adults regardless of how one examined the classification of the station. The community and university affiliated stations tended to place higher priority on the need to program for General Adult. Those stations serving the top 40 PBS and the top 42 ARB markets clearly placed higher priority on the development of programs for this group. Much the same was also true in regard to developing programs for the Elderly with community and university affiliated stations generally seeing the need for the development of additional programs for the elderly and with school affiliated stations showing less interest. There were no major differences between the stations serving the two top markets.

Viewed as a whole, Preschool and Early Elementary tended to have less support for additional program development with the Pre-Teen, the Teenager, and the Young Adult all tending to elicit interest for additional programming. There was considerable difference of opinion about additional programming for the General Adult with a slight preponderance of responses for more programming at this level and a distinct interest in more programming for the Elderly.

6. B. Rate the importance of developing programs for each of the following target groups:

1. American Indian:

Table 6.B.-1.a

		Community	State Authority	University	School	Total
Highest	1	2	1	5	4	12
	2	3	0	6	2	11
	3	3	1	3	3	10
	4	2	3	5	2	12
	5	10	4	8	2	24
	6	10	4	6	6	26
Lowest	7	10	4	11	4	29
N.A.		9	2	2	2	15
Total		49	19	46	25	139

American Indian:

Table 6.B.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	1	5	0	2	12
	2	1	2	0	8	11
	3	3	2	0	5	10
	4	1	2	4	5	12
	5	6	8	4	6	4
	6	3	6	11	6	26
Lowest	7	8	10	7	4	29
N.A.		5	2	8	0	15
Total		28	37	34	40	139

American Indian:

Table 6.B.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	3	9	12	2	10	12
	2	2	9	11	3	8	11
	3	6	4	10	5	5	10
	4	3	9	12	4	8	12
	5	8	16	24	8	16	24
	6	7	19	26	10	16	26
Lowest	7	9	20	29	6	23	29
N.A.		6	9	15	7	8	15
Total		44	95	139	45	94	139

2. Blacks:

Table 6.B.-2.a

		Community	State Authority	University	School	Total
Highest	1	5	1	4	2	12
	2	3	2	1	3	9
	3	8	2	3	4	17
	4	5	7	2	2	16
	5	7	2	13	6	28
	6	7	2	11	4	24
Lowest	7	8	2	12	3	25
N.A.		6	1	0	1	8
Total		49	19	46	25	139

Blacks:

Table 6.B.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	2	5	2	12
	2	2	0	5	2	9
	3	5	5	3	4	17
	4	3	3	7	3	16
	5	3	11	7	7	28
	6	6	9	1	8	24
Lowest	7	3	6	3	13	25
N.A.		3	1	3	1	8
Total		28	37	34	40	139

Blacks:

Table 6.B.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	5	7	12	5	7	12
	2	3	6	9	2	7	9
	3	9	8	17	11	6	17
	4	9	7	16	8	8	16
	5	4	24	28	6	22	28
	6	4	20	24	5	19	24
Lowest	7	7	18	25	5	20	25
N.A.		3	5	8	3	5	8
Total		44	95	139	45	95	139

3. Blue Collar:

Table 6.B.-3.a

		Community	State Authority	University	School	Total
Highest	1	15	4	10	9	38
	2	9	7	7	6	29
	3	11	2	11	4	28
	4	8	0	7	2	17
	5	1	4	4	1	10
	6	1	1	6	1	9
Lowest	7	0	0	1	1	2
N.A.		4	1	0	1	6
Total		49	19	46	25	139

Blue Collar:

Table 6.B.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	Weat and Southwest	Total
Highest	1	11	7	11	9	38
	2	6	8	4	11	29
	3	6	9	9	4	28
	4	1	9	2	5	17
	5	1	1	2	6	10
	6	1	1	2	5	9
Lowest	7	0	1	1	0	2
N.A.		2	1	3	0	6
Total		28	37	34	40	139

Blue Collar:

Table 6.B.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	8	30	38	12	26	38
	2	17	12	29	13	16	29
	3	7	21	28	7	21	28
	4	2	15	17	4	13	17
	5	4	6	10	2	8	10
	6	3	6	9	3	6	9
Lowest	7	1	1	2	2	0	2
N.A.		2	4	6	2	4	6
Total		44	95	139	45	94	139

4. Low Income:

Table 6.B.-4.a

		Community	State Authority	University	School	Total
Highest	1	8	8	10	6	32
	2	16	5	13	8	42
	3	8	2	11	3	24
	4	5	2	6	3	16
	5	4	0	3	2	9
	6	2	1	2	1	6
Lowest	7	0	0	0	0	0
N.A.		6	1	1	2	10
Total		49	19	46	25	139

Low Income:

Table 6.B.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	5	9	10	8	32
	2	11	14	10	7	42
	3	2	8	6	8	24
	4	2	3	2	9	16
	5	5	0	0	4	9
	6	0	2	1	3	6
Lowest	7	0	0	0	0	0
N.A.		3	1	5	1	10
Total		28	37	34	40	139

Low Income:

Table 6.B.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	13	19	32	12	20	32
	2	8	34	42	14	28	42
	3	8	16	24	6	18	24
	4	6	10	16	5	11	16
	5	2	7	9	2	7	9
	6	4	2	6	2	4	6
Lowest	7	0	0	0	0	0	0
N.A.		3	7	10	4	6	10
Total		44	95	139	45	106	149

5. Rural:

Table 6.B.-5.a

		Community	State Authority	University	School	Total
Highest	1	3	2	6	3	14
	2	4	5	8	5	22
	3	8	6	11	4	29
	4	10	1	9	4	24
	5	6	2	6	3	17
	6	3	2	1	0	6
Lowest	7	6	0	4	4	14
N.A.		9	1	1	2	13
Total		49	19	46	25	139

Rural:

Table 6.B.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	1	6	3	4	14
	2	0	8	8	6	22
	3	7	7	4	11	29
	4	8	7	5	4	24
	5	4	3	5	5	17
	6	3	0	0	3	6
Lowest	7	2	3	3	6	14
N.A.		3	3	6	1	13
Total		28	37	34	40	139

Rural:

Table 6.B.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	2	12	14	2	12	14
	2	7	15	22	5	17	22
	3	6	23	29	7	22	29
	4	6	18	24	6	18	24
	5	7	10	17	7	10	17
	6	4	2	6	4	2	6
Lowest	7	7	7	14	7	7	14
N.A.		5	8	13	7	6	13
Total		44	95	139	45	94	139

6. Spanish Speaking:

Table 6.B.-6.a

		Community	State Authority	University	School	Total
Highest	1	3	1	9	3	16
	2	4	0	7	2	13
	3	1	2	0	3	6
	4	6	2	3	2	13
	5	5	3	4	5	17
	6	13	5	13	3	34
Lowest	7	8	4	9	5	26
N.A.		9	2	1	2	14
Total		49	19	46	25	139

Spanish Speaking:

Table 6.B.-6.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	2	1	2	11	18
	2	3	3	1	6	13
	3	0	0	2	4	6
	4	4	3	2	4	13
	5	1	7	4	5	17
	6	10	13	7	4	34
Lowest	7	4	7	10	5	26
N.A.		4	3	6	1	14
Total		28	37	34	40	139

Spanish Speaking:

Table 6.B.-6.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	8	8	16	7	9	16
	2	4	9	13	2	11	13
	3	3	3	6	4	2	6
	4	5	8	13	6	7	13
	5	6	11	17	5	12	17
	6	9	25	34	11	23	34
Lowest	7	4	22	26	5	21	26
N.A.		5	9	14	5	9	14
Total		44	95	139	45	94	139

7. Women:

Table 6.B.-7.a

		Community	State Authority	University	School	Total
Highest	1	9	1	3	1	14
	2	5	1	3	2	11
	3	4	5	8	5	22
	4	8	3	11	7	29
	5	7	3	6	2	18
	6	1	1	6	3	11
Lowest	7	6	4	8	3	21
N.A.		9	1	0	1	11
Total		49	19	45	24	137

Women:

Table 6.B.-7.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	7	2	2	14
	2	4	3	2	2	11
	3	2	6	8	6	22
	4	6	8	7	8	29
	5	4	3	6	5	18
	6	0	3	0	8	11
Lowest	7	6	5	3	8	22
N.A.		3	2	5	0	10
Total		28	37	33	39	137

Women:

Table 6.B.-7.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	7	7	14	7	7	14
	2	5	6	11	7	4	11
	3	6	16	22	5	17	22
	4	9	20	29	8	21	29
	5	6	12	18	7	12	19
	6	2	9	11	0	11	11
Lowest	7	5	16	21	7	14	21
N.A.		3	8	11	4	7	11
Total		43	94	137	45	93	138

Two stations in PBS and ARB tabulated in "N.A." column said "no audience for American Indian and Spanish Speaking," One station in PBS and ARB tabulated in "N.A." column said "no audience for rural."

One PBS station tabulated in "N.A." column said "all best produced locally."

One ARB station tabulated in "N.A." column said "none" in all seven categories.

Question 6.B. dealt with the importance of developing programs for specific target groups. It was difficult for a number of the station managers to respond to this question since their viewing audiences do not contain any significant population of a particular target group, i.e., American Indian. There were, therefore, a number of "no answer" responses to each of the target groups.

As a general rule, community and state authority stations gave lower ratings to developing programs about the American Indian than did university or school affiliated stations. As would be expected, the Great Lakes and Plains region and the West and Southwest regions accorded fairly high priority to serving the American Indian while the Southeast gave it very low ratings. Low ratings were also accorded to programming for this target group by those stations serving the large market areas.

In regard to programming for Blacks, there were no major differences among the affiliation of the stations. Those stations in the North Atlantic and the Southeast regions tended to give it higher priority than the other two regions. Those stations operating in the top markets also suggested programming for Blacks. There were no major differences to the question about programming for Blue Collar Workers and Low Income individuals according to the different ways of classifying the television stations.

With the exception of state authority stations which ranked programming for Rural higher, there were no particular differences among the other three types of affiliation. The stations in the North Atlantic region did not place as high a priority on programs for the rural population as did those stations in the Southeast, the West and Southwest and the Great Lakes and Plains regions, particularly the latter. There were no great differences between those stations in the two top markets and their response to this question. Both groups of stations placed programming for the Rural population at a fairly low level. University affiliated stations were particularly interested in developing programs for the Spanish speaking with stations affiliated with a state authority placing it much lower. Stations in the West and Southwest region, as would be expected, placed this as a quite high priority. There were no marked differences for those stations telecasting in the top markets.

Community affiliated stations were very much more interested in having programs developed for Women than were stations of the other three affiliations. Stations in the Great Lakes and Plains and the Southeast regions placed a higher priority on programming for Women than did the other two regions. A similarly high priority was placed upon programming for Women by the stations operating in the top two markets.

Viewed as a whole, the American Indian generally had low priority as did developing programs for Blacks. There was considerable interest in developing programs for Blue Collar Workers and individuals with Low Incomes. There were somewhat mixed responses to developing programs for the Rural Group although it was generally favorable and the same was true for Spanish speaking except the responses tended to be on the lower side. There were mixed feelings about developing programs especially for Women with a few more responses being on the lower than on the higher side.

If regional programs were to be developed, it is evident from these tables that consideration must be given to the various target audiences in the development of such regional programs.

6. C. Rate the importance of developing programs for each of the following topic areas:

1. Adult Basic Education:

Table 6.C.-1.a

		Community	State Authority	University	School	Total
Highest	1	11	5	16	13	45
	2	11	5	14	5	35
	3	14	4	9	2	29
	4	6	2	5	5	18
Lowest	5	3	3	2	0	8
N.A.		4	0	0	0	4
Total		49	19	46	25	139

Adult Basic Education:

Table 6.C.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	8	12	10	15	45
	2	6	10	9	10	35
	3	7	7	7	8	29
	4	2	7	3	6	18
Lowest	5	3	0	4	1	8
N.A.		2	1	1	0	4
Total		28	37	34	40	139

Adult Basic Education:

Table 6.C.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	11	34	45	8	37	45
	2	13	22	35	11	24	35
	3	14	15	29	17	12	29
	4	4	14	18	5	13	18
Lowest	5	0	8	8	1	7	8
N.A.		2	2	4	3	1	4
Total		44	95	139	45	94	139

2. Consumer Information:

Table 6.C.-2.a

		Community	State Authority	University	School	Total
Highest	1	21	8	20	8	57
	2	13	3	10	5	31
	3	9	2	11	7	29
	4	3	5	2	4	14
Lowest	5	1	1	3	1	6
N.A.		2	0	0	0	2
Total		49	19	46	25	139

Consumer Information:

Table 6.C.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	10	17	16	14	57
	2	6	7	9	9	31
	3	8	9	3	9	29
	4	2	3	3	6	14
Lowest	5	1	1	2	2	6
N.A.		1	0	1	0	2
Total		28	37	34	40	139

Consumer Information:

Table 6.C.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	22	35	57	22	35	57
	2	8	23	31	11	20	31
	3	8	21	29	6	23	29
	4	5	9	14	5	9	14
Lowest	5	1	5	6	1	5	6
N.A.		0	2	2	0	2	2
Total		44	95	139	45	94	139

3. Continuing Professional Education:

Table 6.C.-3.a

		Community	State Authority	Universtiy	School	Total
Highest	1	0	0	2	1	3
	2	3	2	2	1	8
	3	5	5	3	3	16
	4	14	3	12	5	34
Lowest	5	22	9	27	14	72
N.A.		5	0	0	1	6
Total		49	19	46	25	139

Continuing Professional Education:

Table 6.C.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	0	0	3	0	3
	2	2	2	0	4	8
	3	2	7	5	2	16
	4	8	8	9	9	34
Lowest	5	13	20	15	24	72
N.A.		3	0	2	1	6
Total		28	37	34	40	139

Continuing Professional Education:

Table 6.C.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	1	2	3	2	1	3
	2	3	5	8	3	5	8
	3	7	9	16	6	10	16
	4	9	25	34	10	24	34
Lowest	5	22	50	72	21	51	72
N.A.		2	4	6	3	3	6
Total		44	95	139	45	94	139

4. Problems of Aging:

Table 6.C.-4.a

		Community	State Authority	University	School	Total
Highest	1	8	3	5	2	18
	2	14	4	5	6	29
	3	6	5	14	5	30
	4	9	3	15	7	34
Lowest	5	8	4	7	4	23
N.A.		4	0	0	1	5
Total		49	19	46	25	139

Problems of Aging:

Table 6.C.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	6	4	2	6	18
	2	5	9	9	6	29
	3	5	7	9	9	30
	4	5	9	8	12	34
Lowest	5	5	8	4	6	23
N.A.		2	0	2	1	5
Total		28	37	34	40	139

Problems of Aging:

Table 6.C.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	6	12	18	9	9	18
	2	15	14	29	15	14	29
	3	4	26	30	3	27	30
	4	11	23	34	10	24	34
Lowest	5	7	16	23	6	17	23
N.A.		1	4	5	2	3	5
Total		44	95	139	45	94	139

5. Technical and Vocational Education:

Table 6.C.-5.a

		Community	State Authority	University	School	Total
Highest	1	8	3	5	2	18
	2	5	6	13	10	34
	3	9	4	10	9	32
	4	12	6	12	2	32
Lowest	5	10	0	5	2	17
N.A.		5	0	1	0	6
Total		49	19	46	25	139

Technical and Vocational Education:

Table 6.C.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	5	4	3	6	18
	2	6	10	6	12	34
	3	4	9	8	11	32
	4	8	9	9	6	32
Lowest	5	2	5	5	5	17
N.A.		3	0	3	0	6
Total		28	37	34	40	139

Technical and Vocational Education:

Table 6.C.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	5	13	18	5	13	18
	2	9	25	34	6	28	34
	3	9	23	32	10	22	32
	4	12	20	32	11	21	32
Lowest	5	7	10	17	10	7	17
N.A.		2	4	6	3	3	6
Total		44	95	139	45	94	139

Question 6.C. dealt with the development of programs for topic areas which was another way of trying to get at the issue of program development. So far as developing programs for Adult Basic Education, there were no major differences in the responses of managers in regard to the types of stations and the regions in which they were located. Those stations in the top 40 PBS market gave it higher priority than those stations operating in the top 42 ARB market. There were no great differences among the various ways of classifying the stations in regard to programs dealing with Consumer Information and Continuing Professional Education.

The responses to the question about problems of the aging were not markedly different regardless of the manner in which the stations were classified. State authority and school affiliated stations placed a higher priority on the development of Technical and Vocational Education programs. Those stations in the Southeast region as a group gave this its lowest priority. Those stations operating in the top 42 ARB markets were slightly less favorable to the development of Technical and Vocational Education programs than were those stations operating in the top 40 PBS markets.

Viewed overall, there was quite high support for developing programs dealing with Adult Basic Education and Consumer Information while Continuing Professional Education generally received low marks. Conversations with the station managers indicated that they generally felt they should develop their own educational programs. There was considerable difference of opinion on developing programs on Problems of Aging, although the greatest number of responses gave it a lower priority. There were also marked differences about developing programs in the area of Technical and Vocational Education with an almost even number of responses at the higher and lower ends.

Responses to 6.D. were open-ended inasmuch as no suggestions were given in regard to either program categories, target audiences, or program topics that the station managers would most like to see expanded or initiated in the national service. Selections could be made from either of the previous three questions or entirely new choices could be made. There were almost as many choices as there were station managers reporting although, as the Table indicates it was possible to combine many of the requests under common headings. Most of these programs suggested, had been identified in the previous three questions and whether the suggestion helped to structure the thinking in regard to this question is impossible to say.

Although there are differences in responses according to the various ways in which the stations were classified, it seems almost impossible to draw any conclusions about differences according to affiliation, region, and top markets served.

6. D. List in order of preference three program categories, target audiences, or program topics which you would most like to see expanded or initiated in the national service (the program topic or interest need not be selected from any of the examples above):

Table 6.D.-1.a

	Community	State Authority	University	School	Total
Adult Basic & Continuing Edu. Remedial Type, Illiterates:	13	6	14	9	42
American Indian History & Culture:	2	0	5	1	8
Bicentennial Celebration:	1	1	1	2	5
Bilingual Mexican American -Spanish Speaking:	3	1	3	2	9
Blue Collar Poor Working People:	4	1	3	2	10
Campaign of '72 Political Portraits:	1	1	1	0	3
Classical Music, Symphony,Opera,Artist:	5	1	1	1	8
College Credit by T.V. Open University Concept:	1	1	1	3	6
Consumer Edu. & Info. Money, Family Management,Training:	13	4	18	8	43
Creditability Theme - What People Believe, Whom & Why:	1	1	1	1	4
Cultural Experiences - Nature, Travel, Foreign Countries:	3	2	3	2	10
Documentary Type, In depth Investigating-Reporting:	1	1	1	1	4
Drama Contemporary Development:	1	0	1	1	3

(continued)

Table 6.D.-1.a (continued)

	Community	State Authority	University	School	Total
Ecology, Environment, Man's Survival, Over Population:	5	2	4	2	13
Elderly, Senior Citizens, Benefits for Retired:	11	4	11	8	34
Ethnic Inter-racial:	1	2	1	1	5
Family, Inter-relations, Generation Gap:	4	0	1	0	5
Good Things About the U.S.A. History, Patroitism:	2	1	0	1	4
Government, How it Works, Live and In Action:	2	0	2	1	5
Health, Medical Information, Exercise Programs:	2	1	1	1	5
High School Equivalency, For Dropouts:	1	0	2	5	8
How To Do It Programs, Instructional Types:	2	1	3	0	6
Human Relations, Social Interests, Social Action:	2	0	1	1	4
Leisure Time, Constructive Use:	2	1	0	1	4
Live Inter-connected Talk Series, Event Coverage:	2	1	2	1	6
Low Income, Money Management:	2	2	3	1	8
Mental Health, Personality Oriented Programs:	4	0	1	2	7
Music Variety Type Expansion:	1	1	5	3	10
Nightly News Analysis & Slot for Local News:	1	1	2	1	5
Preteens:	2	3	0	2	7
Public Affairs (Like Wide, Wide World):	4	1	3	1	9
Rural People Problems and Values:	3	2	4	1	10
Science Other Than Talk Shows:	2	2	1	0	5
Sports & Recreation Olympics in This Country:	2	1	2	1	6
Technology & Effect Implications of Scientific Data:	1	0	1	1	3
Technical & Vocational Edu:	5	3	8	4	20
Teenagers, Alienating Youth, Employment Market, Crime:	5	2	3	4	14
Telephone Feedbacks, Variety Type on Timely Subjects:	0	1	1	1	3
Women:	5	0	3	2	10
Young Adults:	2	1	1	1	5

Table 6.D.-1.b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Adult Basis & Continuing Edu., Remedial Type, Illiterates:	7	13	11	11	42
American Indian History & Culture:	1	2	0	5	8
Bicentennial Celebration:	3	1	0	1	5
Bilingual Mexican American -Spanish Speaking:	1	0	2	6	9
Blue Collar Poor Working People:	3	2	2	3	10
Campaign of '72 Political Portraits:	1	1	0	1	3
Classical Music, Symphony, Opera, Artist:	3	0	4	1	8
College Credit by T.V. Open University Concept:	1	2	1	2	6
Consumer Edu. & Information Money, Family Management, Training:	7	15	12	9	43
Creditability Theme - What People Believe, Whom & Why:	2	1	1	0	4
Cultural Experiences - Nature Travel, Foreign Countries:	2	2	1	5	10
Documentary Type, In depth Investigating-Reporting:	1	1	0	2	4
Drama Contemporary Development:	0	1	1	1	3
Ecology, Environment, Man's Survival, Over Population:	3	2	2	6	13
Elderly, Senior Citizens, Benefits for Retired:	5	10	7	12	34
Ethnic Inter-racial:	2	1	1	2	5
Family, Inter-relations, Generation Gap:	1	1	2	1	5
Good Things About the U.S.A. History, Pariotism:	0	1	0	3	4
Government, How it Works, Live and In Action:	2	1	1	0	5
Health, Medical Information, Exercise Programs:	1	3	0	1	5
High School Equivalency, For Dropouts:	2	1	3	2	8
How To Do It Programs, Instructional Types:	1	2	1	2	6

(continued)

Table 6.D.-1.b (continued)

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Human Relations, Social Interests, Social Action:	1	0	2	1	4
Leisure Time, Constructive Use:	1	0	2	1	4
Live Inter-connedted Talk Series, Event Coverage:	2	1	1	2	6
Low Income Money Management:	1	5	1	1	8
Mental Health, Personality Oriented Programs:	3	1	2	1	7
Music Variety Type Expansion:	2	1	3	4	10
Nightly News Analysis & Slot for Local News:	2	1	1	1	5
Preteens:	2	1	1	1	5
Public Affairs (Like Wide, Wide World):	1	1	3	4	9
Rural People Problems and Values:	1	6	3	0	10
Science Other Than Talk Shows:	1	1	0	3	5
Sports & Recreation Olympics in This Country:	2	1	1	2	6
Technology & Effect Implications of Scientific Data:	1	1	0	1	3
Technical & Vocational Education:	2	9	4	5	20
Teenagers, Alienating Youth, Employment Market, Crime:	5	2	6	1	14
Telephone Feedbacks, Variety Type on Timely Subjects:	1	1	1	0	3
Women:	1	6	0	3	10
Young Adults:	2	1	2	0	5

Table 6.D.-1.c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Adult Basic & Continuing Edu Remedial Type, Illiterates:	9	33	42	10	32	42
American Indian History & Culture:	2	6	8	2	6	8
Bicentennial Celebration:	2	3	5	2	3	5
Bilingual Mexican American -Spanish Speaking:	4	5	9	5	4	9
Blue Collar, Poor Working People:	3	7	10	3	7	10
Campaign of '72, Political Portraits:	2	1	3	2	1	3

(continued)

Table 6.D.-1.c (continued)

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Classical Music, Symphony, Opera, Artist in Performance:	2	6	8	3	5	8
College Credit by Television Open University Concept:	3	3	6	3	3	6
Consumer Education, Money, Family Management, Training:	9	34	43	11	32	43
Creditability Theme, What People Believe, Whom and Why:	1	3	4	1	3	4
Cultural Experiences, Nature, Travel, Foreign Countries:	3	7	10	4	6	10
Documentary Type, In depth Investigating-Reporting:	1	3	4	1	3	4
Drama Contemporary Development:	0	3	3	0	3	3
Ecology, Environment, Man's Survival, Over Population:	3	10	13	4	9	13
Elderly, Senior Citizens, Benefits Available for Retired People:	10	24	34	14	20	34
Ethnic Inter-racial:	1	4	5	1	4	5
Family, Inter-relations Generation Gap:	1	4	5	1	4	5
Good Things About the U.S.A. History, Patriotism:	3	1	4	2	2	4
Government, How It Works, Live and In Action:	0	5	5	0	5	5
Health, Medical Information, Exercise Programs:	2	3	5	2	3	5
High School Equivalency for Dropouts:	2	6	8	2	6	8
How To Do It Programs Instructional Types:	3	3	6	2	4	6
Human Relations Social Interests, Social Action:	1	3	4	1	3	4
Leisure Time Constructive Use:	2	2	4	2	2	4
Live Inter-connected Talk Series Event Coverage:	2	4	6	2	4	6
Low Income Money Management:	1	7	8	1	7	8
Mental Health Personality Oriented Programs:	3	4	7	4	3	7
Music Variety Type Expansion:	1	9	10	2	8	10
Nightly News Analysis & Slot for Local News:	2	3	5	1	4	5

(continued)

Table 6.D.-1.c (continued)

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Preteens:	3	4	7	2	5	7
Public Affairs (Like Wide, Wide World):	2	7	9	3	6	9
Rural People Problems and Values:	2	8	10	2	8	10
Science Other Than Talk Shows:	2	3	5	3	2	5
Sports and Recreation Olympics in This Country:	1	5	6	1	5	6
Technology and Effect Implications of Scientific Data:	0	3	3	1	2	3
Technical and Vocational Education:	4	16	20	3	17	20
Teenagers, Alienating Youth, Employment Market, Crime:	4	10	14	5	9	14
Telephone Feedbacks Variety Type of Timely Subjects:	3	0	3	1	2	3
Women:	3	7	10	4	6	10
Young Adults:	2	3	5	2	3	5

Other suggested topics were: Hard of Hearing, Highway Safety, Humor, In Service Training for Teachers, Less Exposure to Far Out Things, Life Coping Skills, Programs for Minority Audiences, Programs for One Parent Families, Urban Survival, and Veteran's Benefits.

Also mentioned were more programs like: "The Great American Dream Machine," "Buckley Conservative Type," "Gene Shepard's America," and "A Series Which Projects Alternative Future Directions for Social Action."

The most important interpretation from these tables is to identify those high programs when there was complete freedom of choice. The two top programs requested were Consumer Education and Information including Money and Family Management Training and Adult Basic and Continuing Education with Remedial Types of Education for Iliterates with 43 and 42 requests, respectively. The third highest number of requests was 34 for programs dealing with the Elderly, Senior Citizens and such items as Benefits for Retired People. The fourth highest response, which was 20, was in the area of Technical and Vocational Education. Emphasis on Teenagers and programs dealing with Alienating Youth, the Employment Market and Crime placing fifth with 14 requests. The program area receiving the sixth highest number of requests, which was 13, was for a type of program not identified earlier, that being Ecology, the Environment, Man's Survival and Over Population. There were five program areas which received ten requests each. They were as follows: Blue Collar and Working People; Cultural Experiences, Nature and Travel in Foreign Countries; Music including Variety Types; Rural People - Their Problems and Values; and Women. There were many other programs identified which certainly merit careful consideration in terms of program development.

Question 7 dealt with responses to several experimental ITV services which PBS provided in the Fall of 1970. As an examination of the tables will disclose, there were a large number of station managers who were either not aware of the previews or did not answer the question because they were not interconnected and therefore could not receive the previews.

Those stations affiliated with a state authority generally were more positive to the preview of "IF YOU LIVE IN A CITY, WHERE DO YOU LIVE?" than stations with other types of affiliations. Stations in the West and Southwest generally found the preview more useful since eight of the responses in categories "1" and "2" of the total of 19 responses were recorded by stations in that region. It is very clear that those stations operating in the two top markets found the preview to be very much more useful than did other stations.

Overall those responding to the question who were aware of the preview, judged it to be on the useless rather than useful side.

The next preview was that of NIT Contemporary Affairs Pilots (January-March, 1971) to which even a larger number responded that they were not aware of the preview, 74 out of 139.

7. Since the fall of 1970 PBS has offered several experimental ITV services. Please rate the value of each of these ITV services:

a. Preview of IF YOU LIVE IN A CITY, WHERE DO YOU LIVE? (September, 1970)

Table 7.a.-1.a

		Community	State Authority	University	School	Total
Very Useful	1	3	3	1	2	9
	2	2	2	4	2	10
	3	9	5	4	6	24
	4	5	1	4	1	11
Useless	5	9	2	7	3	21
Not aware		16	5	24	10	55
N.A.		5	1	2	1	9
Total		49	19	46	25	139

Table 7.a.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Very Useful	1	4	1	0	4	9
	2	0	1	5	4	10
	3	5	4	7	8	24
	4	4	4	1	2	11
Useless	5	5	8	4	4	21
Not aware		7	18	15	15	55
N.A.		3	1	2	3	9
Total		28	37	34	40	139

Table 7.a.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Very Useful	1	8	1	9	6	3	9
	2	4	6	10	6	4	10
	3	10	14	24	13	11	24
	4	3	8	11	3	8	11
Useless	5	8	13	21	7	14	21
Not aware or N.A.		11	53	64	10	54	64
Total		44	95	139	45	94	139

b. Preview of NIT Contemporary Affairs Pilots (January-March, 1971)

Table 7.b.-1.a

		Community	State Authority	University	School	Total
Very Useful	1	2	4	2	0	8
	2	4	0	5	0	9
	3	3	4	4	3	14
	4	6	1	3	2	12
Useless	5	6	1	2	2	11
Not aware		23	7	28	16	74
N.A.		5	2	2	2	11
Total		49	19	46	25	139

Table 7.b.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Very Useful	1	5	2	0	1	8
	2	1	1	3	4	9
	3	3	2	4	5	14
	4	6	3	1	2	12
Useless	5	1	6	1	3	11
Not aware		8	22	22	22	74
N.A.		4	1	3	3	11
Total		28	37	34	40	139

Table 7.b.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Very useful	1	6	2	8	3	5	8
	2	3	6	9	4	5	9
	3	4	10	14	3	11	14
	4	4	8	12	5	7	12
Useless	5	7	4	11	6	5	11
Not aware or N.A.		20	65	85	24	61	85
Total		44	95	139	45	94	139

c. Network feed of BECAUSE WE CARE and NOBODY BUT YOURSELF, in-service an in-school series in the PTV Drug Project (Spring and Fall, 1971)

Table 7.c.-1.a

		Community	State Authority	University	School	Total
Very Useful	1	8	6	8	6	28
	2	10	4	9	6	29
	3	13	4	14	7	38
	4	8	3	6	1	18
Useless	5	2	0	4	1	7
Not aware		5	1	3	4	13
N.A.		3	1	2	0	6
Total		49	19	46	25	139

Table 7.c.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Very Useful	1	6	6	10	6	28
	2	0	9	9	11	29
	3	8	13	5	12	38
	4	8	4	5	1	18
Useless	5	1	1	0	5	7
Not aware		2	4	3	4	13
N.A.		3	0	2	1	6
Total		28	37	34	40	139

Table 7.c.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Very Useful	1	13	15	28	16	12	28
	2	5	24	29	5	24	29
	3	12	26	38	15	23	38
	4	6	12	18	5	13	18
Useless	5	1	6	7	1	6	7
Not aware or N.A.		7	12	19	3	16	19
Total		44	95	139	45	94	139

"Not aware" includes many stations which were not interconnected, several stations which did not use and therefore didn't wish to rate, and others who left the question blank. One commented "inappropriate format."

Again, there were no major differences among the station classifications except those stations in the top two markets generally found these previews to be useful. There was substantial division among those who responded, but the tendency was toward the "useless" rather than the "useful" end of the scale.

There was a very much smaller number of station managers who indicated that they were either not aware or did not choose to answer the question (13 responses and 6 responses, respectively) concerning the previews BECAUSE WE CARE and NOBODY BUT YOURSELF. It would be interesting to know whether it was the subject matter that attracted attention or better alerting of station personnel to the preview.

There did not appear to be major differences in the way in which various station managers responded depending upon their station classification with the exception that again those stations operating in the two top markets found these networks feeds to be particularly useful.

Overall, the responses indicated that the network feed of the PTV drug project programs were found to be "very useful."

II. SYSTEM USE AND DEVELOPMENT

A. Evening Program Service

There was a general feeling that the number of prime time program hours a week in January, 1972 was "about right." The "about right" response was designated by 75 per cent of the station managers while almost twice as many, 20 station managers, felt that it was "too little", in contrast to 11 station managers who thought it was "too much." When one examines the table showing the licensee, it was the managers of the "State Authority" who were unanimous in their feeling of "about right" in contrast to community station managers where 70 per cent responded in the "about right."

A. 1. How would you characterize the number of prime time program hours a week (16.0 in January, 1972):

Table 1.-a

	Community	State Authority	University	School	Total
Too much	6	2	1	2	11
About right	34	17	34	18	103
Too little	7	0	11	3	21
N.A.	2	0	0	2	4
Total	49	19	46	25	139

Table 1.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too much	3	2	4	2	11
About right	21	28	25	29	103
Too little	3	7	2	9	21
N.A.	1	0	3	0	4
Total	28	37	34	40	139

Table 1.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too much	6	5	11	6	5	11
About right	34	70	104	35	68	103
Too little	3	18	21	4	17	21
N.A.	1	2	3	0	4	4
Total	44	95	139	45	94	139

As one looks at the table on regions, there are practically no differences in the responses in the "about right: category, but 16 of the 21 responses in the "too little" category were from station managers in either the "Great Lakes and Plains" or "West and Southwest" regions. The managers of those stations in the top 40 PBS population markets and the top 42 ARB markets checked the "about right" category to almost exactly the same extent, namely, 79 per cent and 78 per cent, respectively.

There were a number of differences in responses to the question as to how many evenings a week the national program service should be operative. Well over a half of respondents felt that the program service should be operative seven days a week, although in terms of licensee, the responses varied from 74 per cent of the responses from those representing "State Authorities" as compared with 55 per cent of the responses from those affiliated with universities and 54 per cent with schools. Twenty-eight of the thirty-eight responses suggesting a six day week came from community and university stations.

As one looks at the table summarizing the data according to regions, there were 13 and 14 responses from the "Great Lakes and Plains" and "West and Southwest" regions which selected the response of six evenings a week. There were generally the same kinds of responses from each of the regions in regard to national programming for seven days a week.

I.

A. 2. a.) How many evenings a week should the national program service be operative?

Table 2.-a

	Community	State Authority	University	School	Total
4 days	2	0	0	0	2
5 days	3	2	1	2	8
6 days	10	2	18	8	38
7 days	32	14	26	13	85
N.A.	2	1	1	2	6
Total	49	19	46	25	139

Table 2.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
4 days	1	1	0	0	2
5 days	3	1	1	3	8
6 days	5	13	6	14	38
7 days	18	22	23	22	85
N.A.	1	0	4	1	6
Total	28	37	34	40	139

Table 2.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
4 days	1	5	6	1	1	2
5 days	3	13	16	2	6	8
6 days	11	14	25	13	25	38
7 days	27	59	86	28	57	85
N.A.	2	4	6	1	5	6
Total	44	95	139	45	94	139

As has been true on the previous tables, the distribution of the responses was almost exactly the same for the top 40 PBS population markets and the top 42 ARB markets. There seems to be generally solid support for seven days a week national programming although from certain types of stations in certain regions of the country there are strong minority voices suggesting six days per week.

Of those station managers who suggested programming on "6 or less nights per week," the Sunday through Friday schedule has almost universal approval (34 out of 39 responses). If the broadcast schedule were to be reduced to five nights per week, there was almost an equal distribution between a Sunday to Thursday schedule and a Monday to Friday schedule with four and three responses respectively for each of these schedules. There appears to be little in the way of trends when the responses were summarized according to the licensee, the regions, or the top markets.

A. 2. b.) If your answer to a. is six or less, please indicate which nights you would prefer.

Table 2.-a-a

	Community	State Authority	University	School	Total
Sun.-Fri.	8	2	17	7	34
Mon.-Sat.	0	0	1	0	1
Sat.-Thurs.	1	0	0	0	1
Sun.-Mon.-Tues. Thurs.-Fri.-Sat.	1	0	0	0	1
Sun.-Mon.-Tues. Wed.-Thurs.-Sat.	0	0	0	1	1
Sun.-Thurs.	1	1	0	2	4
Mon.-Fri.	1	1	1	0	3
Tues.-Sun.	1	0	0	0	1
Sun.-Mon. Thurs.-Fri.	1	0	0	0	1
Sun.-Mon. Tues.-Wed.	1	0	0	0	1
N.A.	2	1	1	1	5
Total	17	5	20	11	53

Table 2.-a-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Sun.-Fri.	5	12	5	12	34
Mon.-Sat.	0	1	0	0	1
Sat.-Thurs.	0	0	1	0	1
Sun.-Mon.-Tues. Thurs.-Fri.-Sat.	0	0	0	1	1
Sun.-Mon.-Tues. Wed.-Thurs.-Sat.	0	1	0	0	1
Sun.-Thurs.	1	0	1	2	4
Mon.-Fri.	1	0	0	2	3
Tues.-Sun.	1	0	0	0	1
Sun.-Mon. Thurs.-Fri.	1	0	0	0	1
Sun.-Mon. Tues.-Wed.	0	1	0	0	1
N.A.	1	0	3	1	5
Total	10	15	10	18	53

Table 2.-a-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Sun.-Fri.	10	24	34	13	21	34
Mon.-Sat.	0	1	1	0	1	1
Sat.-Thurs.	0	1	1	0	1	1
Sun.-Mon.-Tues. Thurs.-Fri.-Sat.	1	0	1	0	1	1
Sun.-Mon.-Tues. Wed.-Thurs.-Sat.	0	1	1	0	1	1
Sun.-Thurs.	1	3	4	2	2	4
Mon.-Fri.	2	1	3	0		3
Tues.-Sun.	0	1	1	0	1	1
Sun.-Mon. Thurs.-Fri.	1	0	1	1	0	1
Sun.-Mon. Tues.-Wed.	0	1	1	0	1	1
N.A.	1	4	5	1	4	5
Total	16	37	53	17	36	53

Question 3.a deals with the goal of PBS to have a basic schedule of 2 hours per week-day night and at least 3 hours per weekend night. When one examines the distribution of responses according to station affiliations, regions and top markets, one discovers almost exactly the same kind of distribution in each category. In looking at the overall picture, the same general three-to-one ratio of "yes" to "no" responses holds for total number of responses (101 "yes" responses to 33 "no" responses).

Table 3.b shows the type of schedule each station would like which gave a "no" to question 3.a. There are innumerable combinations suggested, but many of them include three hours on each week-day night and three to four hours each day of the weekend.

Question 3.c asks the station managers to respond to the question of: irregardless of the number of hours involved, if they would like the basic feed to be the same hours Monday through Friday or varied night by night. The question elicited quite different responses from station managers according to the affiliation of the station. Community stations, university affiliated stations and especially those stations affiliated with state authorities desired the basic feed to be varied while the majority of those stations affiliated with schools preferred the basic feed to be at the same hour.

When one examines the responses of the managers grouped according to region, the majority of the North Atlantic managers wished the basic feed to be the same, but the other three regions preferred the basic feed to be varied by about a two to one majority. Both groups of stations serving the major markets preferred the basic feed to be "varied" rather than the "same."

Overall the response was 82 for "varied feed" while 42 managers responded for the "same basic feed." In conversations with many of the station managers, they did indicate that even if the feed were varied it would be their hope that it would be the same time each day of the week.

3. a. The planning for the national program service has been based on station response calling for a basic schedule of two hours per weekday night and at least three hours per weekend night. Do you agree with this goal?

Table 3.a-a

	Community	State Authority	University	School	Total
Yes	36	14	32	19	101
No	12	4	13	4	33
N.A.	1	1	1	2	5
Total	49	19	46	25	139

Table 3.a-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	22	27	22	30	101
No	6	10	7	10	33
N.A.	0	0	5	0	5
Total	28	37	34	40	139

Table 3.a-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	34	67	101	31	70	101
No	8	25	33	11	22	33
N.A.	2	3	5	3	2	5
Total	44	95	139	45	94	139

3. b. If not, what would you prefer as the respective number of hours?

Table 3.b-a

Community	
	2 hours per weekday - 4 hours per Sunday and 2 per Saturday
	3 hours per weekday - 4 hours per weekend
	3 hours per weekday - 2 hours per weekend
	2 hours per weekday - 3 hours on Sunday
	3 hours per weekday - none on weekend
	2 hours per weekday - 3 hours per weekend
	2½ to 3 hours per weekday - 2 hours Saturday and 4 hours Sunday
	2 hours per weekday - 3 hours per weekend
	2-3 hours per weekday - 3 hours on Sunday only
	3 hours per weekday - 5 hours per weekend
	3 hours per weekday - 4 hours per weekend
	2 hours per weekday - 2 hours per weekend night
State Authority	1½ hours per weekday - 6 hours per weekend night
	3 hours per weekday - 2 hours per weekend
	2½ hours per weekday - none on weekend
	2½ hours per weekday - 3 hours per weekend
University	2 hours per weekday - 2½-3 hours per weekend
	3 hours per weekday - 3 hours per weekend
	3 hours per weekday - 4 hours per weekend
	3 hours per weekday - 4 hours per weekend
	4 hours per weekday - 4 hours per weekend
	2 hours per weekday - 2 hours per weekend
	2 hours per weekday - 4 hours per weekend
	2 hours per weekday - 2 hours Sunday only

(continued)

Table 31-b-a (continued)

University	2½-3 hours per weekday - 4 hours per weekend
	3 hours per weekday - 4 hours per weekend
	Increase day time - weekend same
	3 hours per weekday - 3 hours per weekend
	3 hours per weekday - 4 hours per weekend
School	2 hours per weekday - 2 hours on Sunday only
	3 hours per weekday - 4 hours per weekend
	4 hours per weekday - 4 hours per weekend
	3 hours per weekday - 3 hours per weekend

Table 3.-b-b

North Atlantic	2 hours per weekday - 2 hours Saturday and 4 hours Sunday
	3 hours per weekday - none per weekend
	3 hours per weekday - 3 hours per weekend
	2-3 hours per weekday - 3 hours Sunday only
	3 hours per weekday - 4 hours per weekend
	2 hours per weekday - 2½-3 hours per weekend
Great Lakes and Plains	2½-3 hours per weekday - 2 hours Saturday and 4 hours Sunday
	2½-3 hours per weekday - 4 hours per weekend night
	2½ hours per weekday - none on weekend nights
	2 hours per weekday - 3 hours on Sunday only
	3 hours per weekday - 4 hours per weekend night
	3 hours per weekday - 2 hours per weekend night
	4 hours per weekday - 4 hours per weekend night
	3 hours per weekday - 4 hours per weekend night
	3 hours per weekday - 3 hours per weekend night
Southeast	2½ hours per weekday - 3 hours per weekend night
	3 hours per weekday - 2 hours per weekend night
	1½ hours per weekday - 6 hours per weekend night
	3 hours per weekday - 5 hours per weekend night
	3 hours per weekday - 4 hours per weekend night
	3 hours per weekday - 4 hours per weekend night
	2 hours per weekday - 2 hours per weekend night
West and Southwest	2 hours per weekday - 3 hours per weekend
	2 hours per weekday - 2 hours on Sunday only
	2 hours per weekday - 4 hours per weekend night
	2 hours per weekday - 2 hours per weekend night
	4 hours per weekday - 4 hours per weekend night
	3 hours per weekday - 4 hours per weekend night
	Increase time both weekday and weekend
	3 hours per weekday - 3 hours per weekend night
	3 hours per weekday - 4 hours per weekend night
	3 hours per weekday - 3 hours per weekend night

Table 3.-b-c

Top 40 PBS	2 hours per weekday - 4 hours Sunday and 2 hours Saturday
	1½ hours per weekday - 6 hours per weekend
	3 hours per weekday - 4 hours per weekend
	3 hours per weekday - 2 hours per weekend
	2 hours per weekday - 3 hours on Sunday only
	3 hours per weekday - none on weekends
	2 hours per weekday - 3 hours per weekend
	2½ hours per weekday - none on weekends
Top 42 ARB	2 hours per weekday - 4 hours Sunday and 2 hours Saturday
	1½ hours per weekday - 6 hours per weekend
	3 hours per weekday - 4 hours per weekend
	3 hours per weekday 2 hours per weekend
	2 hours per weekday - 3 hours on Sunday only
	3 hours per weekday - none on weekends
	2 hours per weekday - 3 hours on weekends
	3 hours per weekday - 2 hours per weekends
	2 hours per weekday - 2 hours Sunday only
	2½ hours per weekday - 2 hours Saturday and 4 hours Sunday
	2 hours per weekday - 3 hours per weekend
	No more than 2 per weekday.
	No more than 3 per weekend night.

3. C. Regardless of the number of hours involved, if there is a basic length of national service for an evening, would you prefer that programs be scheduled for the same hours each evening or do you feel that the hours could be varied according to the appropriateness of the programs scheduled?

Table 3.C.-a

	Community	State Authority	University	School	Total
The basic feed should be the same hours, Monday through Friday:	19	4	17	12	52
When appropriate and in line with station response, the basic feed could vary night-by-night:	29	14	28	11	82
N.A.	1	1	1	2	5
Total	49	19	46	25	139

Table 3.C.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
The basic feed should be the same hours, Monday through Friday:	15	12	10	15	52
When appropriate and in line with station response, the basic feed could vary night-by-night:	13	25	19	25	82
N.A.	0	0	5	0	5
Total	28	37	34	40	139

Table 3.C.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
The basic feed should be the same hours, Monday through Friday:	17	25	42	18	24	42
When appropriate and in line with station response, the basic feed could vary night-by-night:	26	56	82	26	56	82
N.A.	1	4	5	1	4	5
Total	44	95	139	45	94	139

"Varied only if is significant money available and advanced promotion. Otherwise basic feed."

"More programs should be offered for selection purposes - this does not presuppose that all selections would be carried."

"Want programs on Library feeds to be used on delay basis."

"Equal importance depending on situation."

"Be consistant from week to week."

"Leave local station with open spots during prime times."

"More choice when possible."

"Basic feed is vital if we are to have possibility of local strip programming available to us."

"Varied so long as it starts after a standard hour."

"Varied when appropriate for areas."

4. a.) Do you still agree that a program withdrawn from the schedule should be made available upon request in some alternate form?

Table 4.-a-a

	Community	State Authority	University	School	Total
Yes	43	16	44	21	124
No	5	3	2	4	14
N.A.	1	0	0	0	1
Total	49	19	46	25	139

Table 4.-a-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	26	35	27	36	124
No	2	2	6	4	14
N.A.	0	0	1	0	1
Total 2	28	37	34	40	139

Table 4.-a-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	38	86	124	39	85	124
No	6	8	14	6	8	14
N.A.	0	1	1	0	1	1
Total	44	95	139	45	94	139

There was an overwhelming positive response to the question in regard to whether a program withdrawn from the schedule should be made available upon request in some alternate form. Overall, 90 per cent of the station managers responded with a "yes" in regard to this question. As one examines the table showing the types of licenses, there are no major differences among responses although 95 per cent of the station managers at university operated stations replied with a "yes" while the lowest percentage of "yes" responses was recorded by those managers related to State Authority stations where 84 per cent of the responses were in the "yes" category.

As one examines the responses by regions, the data revealed that nine out of the 13 "no" responses were recorded by those station managers in the "Southeast" and "West and Southwest" regions. The responses given by those station managers representing the large population centers were again almost exactly the same.

Although there was almost unanimous agreement that programs should be made available in some form to the stations, the tables dealing with the method of distribution do show a number of interesting variations among the station managers. Although 65 of the station managers indicated a preference for "closed circuit" as compared with 47 responses for "library service" there are differences that show up among the different types of stations in terms of their affiliation. The respondents from community stations desired closed circuit in 27 instances against 14 requests for library service and a somewhat similar proportion of university station managers held the same view (24 desired closed circuit as against 16 library service). On the other hand, those stations operated by State Authorities were equally divided between closed circuit and library (six and six) as against school stations where 11 preferred library service and eight closed circuit. There were also differences among the regions with "North Atlantic" and "Great Lakes and Plains" having a clear preference for closed circuit while both the "Southeast" and "West and Southwest" regions were equally divided in regard to closed circuit and library service.

Although closed circuit is the desired mode of distribution, there were a number of station managers who checked library service because they felt it was too expensive to use the network for such a purpose. These respondents felt that those who wished to use the programs could do so via a library system and thus not tie up the network and deny what might be some alternate service to the stations who either did not wish to obtain the programs in some alternate form or who felt that a delayed service such as library service would be adequate.

II.

4. b.) If "yes," in which form would you prefer distribution?

Table 4.-b-a

	Community	State Authority	University	School	Total
Closed Circuit	27	6	24	8	65
Library Service	14	6	17	12	49
Both	3	4	3	2	12
N.A.	5	3	2	3	13
Total	49	19	46	25	139

Table 4.-b-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Closed Circuit	16	21	12	16	65
Library Service	8	11	13	17	49
Both	2	3	4	3	12
N.A.	2	2	5	4	13
Total	28	37	34	40	139

Table 4.-b-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Closed Cirduit	23	42	65	26	39	65
Library Service	12	37	49	10	39	49
Both	4	8	12	3	9	12
N.A.	5	8	13	6	7	13
Total	44	95	139	45	94	139

B. Daytime Program Service

With the imminent development of a fully dedicated inter-connected system, question B.1 requested the station managers to rate the importance of a large number of possible daytime programs uses for the system. A number of the station managers only ranked three or four possible uses which accounts for the consistently high "no rating."

It is difficult to identify trends in the responses of the managers according to station affiliation, the region, and the large markets. Overall, it is almost impossible to rank each of the possible uses in an order from highest to lowest priority without a good deal of statistical analysis. Probably, the best that can be done is to place the possible uses in terms of high, medium and low priority. Those uses for which highest priority was indicated included Children's Programs, Important Public Event Coverage, and Previews of Flagged Material with Children's Programs being the highest of these three. Those uses which would have medium priority would be Instructional Television In-Service Training and Library Feeds. The managers accorded low priority to FYI Feeds of Other Station Products, Press Previews, and Instructional Television In-Service Training.

In question B.2, the managers were asked to indicate how they would be most likely to carry a public event coverage. As the tables indicate, a number of station managers found it difficult to respond to this question since they reported that the nature of the event would make a difference as to whether it should be delayed or live. They found it to be a problem, therefore, to be definitive in their answers.

B. 1. Please rate the importance of the following possible daytime program uses:

1. Children's Programs:

Table B.1.-1.a

		Community	State Authority	University	School	Total
Highest	1	19	8	23	9	59
	2	5	1	8	5	19
	3	6	3	8	3	20
	4	6	3	2	3	14
	5	0	2	0	1	3

(continued)

Table B.1.-1.a (continued)

		Community	State Authority	University	School	Total
	6	2	0	2	1	5
	7	2	1	0	0	3
	8	2	0	1	1	4
Lowest	9	1	0	0	0	1
N.A.		6	1	2	2	11
Total		49	19	46	25	139

Children's Programs:

Table B.1.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	11	16	14	18	59
	2	4	6	3	6	19
	3	3	4	5	8	20
	4	3	3	5	3	14
	5	0	0	1	2	3
	6	2	1	0	2	5
	7	0	2	1	0	3
	8	1	2	0	1	4
Lowest	9	0	0	0	0	1
N.A.		4	3	[illegible]	0	11
Total		28	37	34	40	139

Children's Programs:

Table B.1.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	24	35	59	22	37	59
	2	2	17	19	4	15	19
	3	7	13	20	8	12	20
	4	4	10	14	3	11	14
	5	1	2	3	2	1	3
	6	0	5	5	1	4	5
	7	2	1	3	1	2	3
	8	0	4	4	0	4	4
Lowest	9	0	1	1	0	1	1
N.A.		4	7	11	4	7	11
Total		44	95	139	45	94	139

2. FYI Feeds of Other Station Products:

Table B.1.-2.a

		Community	State Authority	University	School	Total
Highest	1	0	0	0	1	1
	2	1	1	1	1	4
	3	5	1	1	5	12
	4	2	2	4	2	10
	5	8	2	5	4	19
	6	7	1	7	1	16
	7	9	4	9	4	26
	8	4	2	4	1	11
Lowest	9	6	3	13	2	24
N.A.		7	3	2	4	16
Total		49	19	46	25	139

FYI Feeds of Other Station Products:

Table B.1.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	0	0	0	1	1
	2	0	1	2	1	4
	3	3	4	1	4	12
	4	1	2	4	3	10
	5	4	4	5	6	19
	6	2	7	3	4	16
	7	8	7	4	7	26
	8	1	1	4	5	11
Lowest	9	4	9	5	6	24
N.A.		5	2	6	3	16
Total		28	37	34	40	139

FYI Feeds of Other Station Products:

Table B.1.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	1	0	1	1	0	1
	2	1	3	4	0	4	4
	3	5	7	12	5	7	12
	4	6	4	10	6	4	10
	5	4	15	19	4	15	19
	6	6	10	16	8	8	16
	7	8	18	26	6	20	26
	8	6	5	11	5	6	11
Lowest	9	1	23	24	5	19	24
N.A.		6	10	16	5	11	16
Total		44	95	139	45	94	139

3. Important Public Event Coverage:

Table B.1.-3.a

		Community	State Authority	University	School	Total
Highest	1	5	1	7	1	14
	2	11	4	15	4	34
	3	9	3	7	6	25
	4	7	4	6	3	20
	5	4	0	3	3	10
	6	5	2	3	2	12
	7	0	1	3	1	5
	8	1	0	0	2	3
	9	3	1	0	0	4
Lowest		4	3	2	3	12
N.A.						
Total		49	19	46	25	139

Important Public Event Coverage:

Table B.1.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	4	3	4	14
	2	10	8	4	12	34
	3	5	7	7	6	25
	4	2	6	7	4	19
	5	2	3	1	5	11
	6	2	4	3	3	12
	7	0	0	2	3	5
	8	0	2	0	1	3
	9	0	2	2	0	4
Lowest		4	1	5	2	12
N.A.						
Total		28	37	34	40	139

Important Public Event Coverage:

Table B.1.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	4	10	14	6	8	14
	2	15	19	34	13	21	34
	3	5	20	25	6	19	25
	4	3	17	20	4	16	20
	5	2	8	10	2	8	10
	6	4	8	10	2	8	10
	7	2	3	5	3	2	5
	8	1	2	3	2	1	3
	9	2	2	4	1	3	4
Lowest		6	6	12	5	7	12
N.A.							
Total		44	95	139	45	94	139

4. Instructional Programs:

Table B.1.-4.a

		Community	State Authority	University	School	Total
Highest	1	16	5	8	8	37
	2	5	3	8	2	18
	3	4	2	6	2	14
	4	5	1	8	6	20
	5	3	2	4	1	10
	6	4	0	4	1	9
	7	4	1	3	1	9
	8	0	0	2	1	3
Lowest	9	1	1	1	2	5
N.A.		7	4	2	1	14
Total		49	19	46	25	139

Instructional Programs:

Table B.1.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	8	11	10	8	37
	2	2	7	4	5	18
	3	6	1	2	5	14
	4	1	4	5	10	20
	5	1	4	2	3	10
	6	3	2	2	2	9
	7	2	3	3	1	9
	8	0	0	0	3	3
Lowest	9	0	3	2	0	5
N.A.		5	2	4	3	14
Total		28	37	34	40	139

Instructional Programs:

Table B.1.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	8	29	37	6	31	37
	2	4	14	18	4	14	18
	3	5	9	14	6	8	14
	4	6	14	20	6	14	20
	5	4	6	10	4	6	10
	6	4	5	9	5	4	9
	7	3	6	9	4	5	9
	8	0	3	3	0	3	3
Lowest	9	2	3	5	2	3	5
N.A.		8	6	14	8	6	14
Total		44	95	139	45	94	139

5. Instructional Television In-Service Training:

Table B.1.-5.a

		Community	State Authority	University	School	Total
Highest	1	3	1	0	0	4
	2	9	2	2	3	16
	3	2	4	2	2	10
	4	3	1	5	0	9
	5	7	3	5	2	17
	6	2	3	6	6	17
	7	4	1	9	1	15
	8	8	0	9	3	20
	9	2	0	6	5	13
Lowest						
N.A.		9	4	2	3	18
Total		49	19	46	25	139

Instructional Television In-Service Training:

Table B.1.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	1	3	0	0	4
	2	3	2	6	5	16
	3	1	5	2	2	10
	4	1	2	2	4	9
	5	5	4	4	4	17
	6	1	8	3	5	17
	7	1	3	4	7	15
	8	5	7	5	3	20
	9	3	0	4	6	13
Lowest						
N.A.		7	3	4	4	18
Total		28	37	34	40	139

Instructional Television In-Service Training:

Table B.1.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	1	3	4	0	4	4
	2	3	13	16	3	13	16
	3	3	7	10	1	9	10
	4	4	5	9	4	5	9
	5	5	12	17	7	10	17
	6	5	12	17	6	11	17
	7	4	11	15	4	11	15
	8	8	12	20	10	10	20
	9	1	12	13	2	11	13
Lowest							
N.A.		10	8	18	8	10	18
Total		44	95	139	45	94	139

6. Library Feeds:

Table B.1.-6.a

		Community	State Authority	University	School	Total
Highest	1	0	0	1	2	3
	2	5	3	1	0	9
	3	8	2	3	5	18
	4	6	2	8	4	20
	5	7	2	13	3	25
	6	5	4	2	5	16
	7	2	2	4	1	9
	8	4	2	9	2	17
Lowest	9	7	0	2	1	10
N.A.		5	2	3	2	12
Total		49	19	46	25	139

Library Feeds:

Table B.1.-6.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	0	1	1	1	3
	2	1	2	3	3	9
	3	2	7	6	3	18
	4	6	6	2	6	20
	5	6	6	4	9	25
	6	2	1	8	5	16
	7	1	3	3	2	9
	8	3	6	1	7	17
Lowest	9	2	4	2	2	10
N.A.		5	1	4	2	12
Total		28	37	34	40	139

Library Feeds:

Table B.1.-6.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	2	1	3	1	2	3
	2	7	2	9	6	3	9
	3	7	11	18	7	11	18
	4	5	15	20	5	15	20
	5	7	18	25	8	17	25
	6	2	14	16	3	13	16
	7	2	7	9	1	8	9
	8	3	14	17	4	13	17
Lowest	9	4	6	10	4	6	10
N.A.		5	7	12	6	6	12
Total		44	95	139	45	94	139

7. Press Previews:

Table B.1.-7.a

		Community	State Authority	University	School	Total
Highest	1	0	0	0	1	1
	2	2	2	1	0	5
	3	3	0	3	0	6
	4	12	2	2	1	17
	5	5	0	6	5	16
	6	3	2	7	1	13
	7	8	2	5	2	17
	8	6	4	10	5	25
Lowest	9	5	4	10	5	24
N.A.		5	3	2	5	15
Total		49	19	46	25	139

Press Previews:

Table B.1.-7.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	0	0	0	1	1
	2	1	0	1	3	5
	3	1	3	1	1	6
	4	2	7	2	6	17
	5	3	8	4	1	16
	6	2	5	3	3	13
	7	4	3	4	6	17
	8	5	7	7	6	25
Lowest	9	5	3	6	10	24
N.A.		5	1	6	3	15
Total		28	37	34	40	139

Press Previews:

Table B.1.-7.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	0	1	1	0	1	1
	2	3	2	5	3	2	5
	3	3	3	6	2	4	6
	4	12	5	17	9	8	17
	5	5	11	16	6	10	16
	6	1	12	13	2	11	13
	7	3	14	17	5	12	17
	8	4	21	25	3	22	25
Lowest	9	6	18	24	9	15	24
N.A.		7	8	15	6	9	15
Total		44	95	139	45	94	139

8. Previews of Flagged Material:

Table B.1.-8.a

		Community	State Authority	University	School	Total
Highest	1	5	5	6	3	19
	2	7	3	7	7	24
	3	8	1	12	1	22
	4	8	2	4	3	17
	5	4	1	4	0	9
	6	5	1	5	2	13
	7	3	0	2	0	5
	8	3	1	1	3	8
	9	2	2	3	3	10
Lowest						
N.A.		4	3	2	3	12
Total		49	19	46	25	139

Previews of Flagged Material:

Table B.1.-8.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	3	4	9	19
	2	3	7	10	4	24
	3	4	7	6	5	22
	4	7	2	3	5	17
	5	0	3	2	4	9
	6	4	3	2	4	13
	7	1	2	1	1	5
	8	1	4	1	2	8
	9	1	5	1	3	10
Lowest						
N.A.		4	1	4	3	12
Total		28	37	34	40	139

Previews of Flagged Material:

Table B.1.-8.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	9	10	19	10	9	19
	2	8	16	24	8	16	24
	3	5	17	22	5	17	22
	4	6	11	17	6	11	17
	5	4	5	9	3	6	9
	6	4	9	13	5	8	13
	7	1	4	5	1	4	5
	8	2	6	8	2	6	8
	9	0	10	10	0	10	10
Lowest							
N.A.		5	7	12	5	7	12
Total		44	95	139	45	94	139

9. Public Television In-Service Training:

Table B.1.-9.a

		Community	State Authority	University	School	Total
Highest	1	1	0	0	2	3
	2	2	1	1	2	6
	3	0	2	1	0	3
	4	5	3	5	0	13
	5	4	2	4	3	13
	6	6	2	8	1	17
	7	6	1	9	10	26
	8	8	4	7	2	21
Lowest	9	10	1	9	1	21
N.A.		7	3	2	4	16
Total		49	19	46	25	139

Public Television In-Service Training:

Table B.1.-9.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	0	0	2	1	3
	2	1	3	1	1	6
	3	0	0	1	2	3
	4	1	5	4	3	13
	5	1	3	5	4	13
	6	4	2	4	7	17
	7	4	10	5	7	26
	8	5	4	7	5	21
Lowest	9	6	7	1	7	21
N.A.		6	3	4	3	16
Total		28	37	34	40	139

Public Television In-Service Training:

Table B.1.-9.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	0	3	3	2	1	3
	2	2	4	6	1	5	6
	3	1	2	3	1	2	3
	4	6	7	13	5	8	13
	5	2	11	13	3	10	13
	6	5	12	17	3	14	17
	7	5	21	26	9	17	26
	8	4	17	21	7	14	21
Lowest	9	11	10	21	9	12	21
N.A.		8	8	16	5	11	16
Total		44	95	139	45	94	139

"We prefer daytime schedule as it is."
"Adult Education should get at least a number three rating -- and then Public In-Service Training becomes number 10."
"Public Television In-Service Training is useless."
"All daytime hours contracted for in school programming."
"No response on this question until it is determined that Orano, Maine will receive a drop point."
"Must not interfere with daytime television from 8:30 A.M. to 4:30 P.M."
"Too Many variables to set priorities with continuing changing needs."
"Flagged materials should be infrequent -- none is too much."
"Enrichment instructional programs and not direct teaching programs."

One Community and Southwest Region Station gave eight catagories a number 4 rating.
Some chose only to rate four or five of the nine areas, leaving the remainder blank.
Several had ties for first place priorities.
Annadale, Virginia didn't rate any because they don't go on air untill March 1st.
State splits should be topic for consideration and rated number eight and then Public In-Service Training becomes number 10.

It is difficult to follow any trends in the table so far as the affiliation of the stations is concerned, the regions in which they are located, and the top markets. Again, it is difficult to get an overall judgment, but "delayed" has almost equal responses in the first and second priority while "edited package summary" shifts to the second and third priority and "live, real-time local carriage" either first or third. There were station managers who had concern about pre-empting regular programs for a public events coverage and they were, no doubt, among the group who gave "live, real time local carriage" the lowest priority. It would appear that there is more support for delayed broadcast first, live second and edited third.

Question 3 dealt with the matter of in-service training asking station managers to rate the importance of several topics. There were a number of station managers who did not respond to this section, because they felt that PBS should not be in the business of in-service work but that such activities should be conducted at the local level.

Community affiliated stations responded least favorably to the in-service activity of "direction" as did those stations in the Great Lakes and Plains region. There were not major differences in responses of those stations serving the top markets.

The community stations responded least favorably about "light" being an in-service topic. While those stations in the Southeast and West and Southwest regions responded most favorably to it as a topic for in-service work. There were no substantial differences between stations serving the top markets although those in the top 42 ARB gave it top priority.

2. If public event coverage were made available, rate how you would be most likely to carry it:

1. Delayed Broadcast:

Table 2.-1.a

		Community	State Authority	University	School	Total
Highest	1	14	7	11	13	45
	2	15	9	17	7	48
Lowest	3	14	2	11	3	30
N.A.		6	1	7	2	16
Total		49	19	45	25	139

Delayed Broadcast:

Table 2.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	4	9	15	17	45
	2	7	19	9	13	48
Lowest	3	10	8	5	7	30
N.A.		7	1	5	3	16
Total		28	37	34	40	139

Delayed Broadcast:

Table 2.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	16	29	45	17	28	45
	2	16	32	48	15	33	48
Lowest	3	7	23	30	9	21	30
N.A.		5	11	16	4	12	16
Total		44	95	139	45	94	139

2. Edited, Package Summary:

Table 2.-2.a

		Community	State Authority	University	School	Total
Highest	1	9	5	15	4	22
	2	17	6	14	10	47
Lowest	3	16	6	13	7	42
N.A.		7	2	4	4	17
Total		49	19	45	25	139

Edited, Package Summary:

Table 2.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	7	10	8	8	33
	2	9	13	14	11	47
Lowest	3	8	11	8	15	42
N.A.		4	3	4	6	17
Total		28	37	34	40	139

Edited, Package Summary:

Table 2.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	12	21	33	9	24	33
	2	16	31	47	17	30	47
Lowest	3	11	31	42	15	27	42
N.A.		5	12	17	4	13	17
Total		44	95	139	45	94	139

3. Live, Real-Time Local Carriage:

Table 2.-3.a

		Community	State Authority	University	School	Total
Highest	1	23	6	18	7	54
	2	9	2	7	4	22
Lowest	3	11	9	14	11	45
N.A.		6	2	7	3	18
Total		49	19	45	25	139

Live, Real-Time Local Carriage:

Table 2.-3.b

		North Atlantic	Great Lakes and Plains	Wouthеast	West and Southwest	Total
Highest	1	13	18	9	14	54
	2	5	2	6	9	22
Lowest	3	3	15	15	12	45
N.A.		7	2	4	5	18
Total		29	37	34	40	139

Live, Real-Time Local Carriage:

Table 2.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	12	42	54	16	38	54
	2	6	16	22	8	14	22
Lowest	3	20	25	45	16	29	45
N.A.		6	12	18	5	13	18
Total		44	95	139	45	94	139

Three stations said "Depends on importance and if on other networks."
Five stations said, "Depends on event and the time element."
Several stations, "Live - only if presented during Public Television time and not during ITV time - if then, it must be delayed."
One station, "Edited - on a delayed basis."
Another station, "Almost impossible to prevent in school television."
Another station, "Edited is the only one we would use."
Another station, "Live when PBS prempts own programs."
Another said, "Delayed 1 - Edited 2 - Live never!"

Those stations affiliated with schools gave the least support to "experimental production" as an area for in-service training. Those stations in the Great Lakes and Plains region gave least support to "lighting" as an in-service activity. There were no major differences in responses by those stations serving the top markets.

"Experimental productions" received least support from stations affiliated with universities while the Great Lakes and Plains regions gave the least support among the regions. There were no particular differences among those stations serving the top two markets.

Those stations affiliated with universities gave marked greater support to programming as an in-service activity. There were no great differences among the stations when classified according to regions or those stations in the top two markets.

In regard to "station management" as an in-service activity, the university affiliated stations gave this activity the highest priority of those stations with various affiliations while the state authority affiliates gave it least priority. There were no great differences in regard to the stations classified according to regions and those in the top markets on the matter of "station management" as an in-service need.

Viewed overall, "lighting," "direction," and possibly "experimental production" were given high priority for in-service (the latter primarily on the basis that it had the highest single number of "1" responses) while "programming" was given medium priority and "station management" the lowest.

B. 3. If feeds for public television in-service training could be initiated, please rate the importance of the following topics:

1. Direction:

Table B.3.-1.a

		Community	State Authority	University	School	Total
Highest	1	10	2	11	3	26
	2	5	6	11	7	29
	3	14	6	10	6	36
	4	8	3	7	2	20
Lowest	5	6	0	2	4	12
N.A.		6	2	5	3	16
Total		49	19	46	25	139

Direction:

Table B.3.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	5	6	6	9	26
	2	6	5	9	9	29
	3	5	14	7	10	36
	4	4	4	6	6	20
Lowest	5	3	3	2	4	12
N.A.		5	5	4	2	16
Total		28	37	34	40	139

Direction:

Table B.3.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	9	17	26	9	17	26
	2	10	19	29	12	17	29
	3	7	29	36	9	27	36
	4	6	14	20	5	15	20
Lowest	5	5	7	12	7	5	12
N.A.		7	9	16	3	13	16
Total		44	95	139	45	94	139

2. Lighting:

Table B.3.-2.a

		Community	State Authority	University	School	Total
Highest	1	5	6	13	7	31
	2	9	6	10	5	30
	3	10	2	4	3	19
	4	12	0	6	3	21
Lowest	5	7	4	9	4	24
N.A.		6	1	4	3	14
Total		49	19	46	25	139

Lighting:

Table B.3.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	4	4	11	12	31
	2	3	11	9	7	30
	3	7	5	5	3	19
	4	5	7	3	6	21
Lowest	5	4	5	3	12	24
N.A.		5	5	3	1	14
Total		28	37	34	40	139

Lighting:

Table B.3.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	7	24	31	11	20	31
	2	8	22	30	6	24	30
	3	7	12	19	7	12	19
	4	5	16	21	9	12	21
Lowest	5	11	13	24	9	15	24
N.A.		6	8	14	3	11	14
Total		44	95	139	45	94	139

3. Experimental Production:

Table B.3.-3.a

		Community	State Authority	University	School	Total
Highest	1	13	6	5	9	33
	2	7	2	7	3	19
	3	9	4	11	7	31
	4	4	1	6	3	14
Lowest	5	12	4	12	1	29
N.A.		4	2	5	2	13
Total		49	19	46	25	139

Experimental Production:

Table B.3.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	7	9	10	7	33
	2	4	3	4	8	19
	3	7	5	6	13	31
	4	2	5	3	4	14
Lowest	5	5	10	8	6	29
N.A.		3	5	3	2	13
Total		28	37	34	40	139

Experimental Production:

Table B.3.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	12	21	33	13	20	33
	2	6	13	19	6	13	19
	3	10	21	31	11	20	31
	4	3	11	14	3	11	14
Lowest	5	6	23	29	9	20	29
N.A.		7	6	13	3	10	13
Total		44	95	139	45	04	139

4. Programming:

Table B.3.-4.a

		Community	State Authority	University	School	Total
Highest	1	14	3	7	1	25
	2	13	2	8	6	29
	3	4	5	11	2	22
	4	10	7	11	10	38
Lowest	5	2	0	4	3	9
N.A.		6	2	5	3	16
Total		49	19	46	25	139

Programming:

Table B.3.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	6	9	4	6	25
	2	5	7	9	8	29
	3	3	4	7	8	22
	4	8	10	10	10	38
Lowest	5	0	2	1	6	9
N.A.		6	5	3	2	16
Total		28	37	34	40	139

Programming:

Table B.3.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	7	18	25	10	15	25
	2	10	19	29	9	20	29
	3	6	16	22	6	16	22
	4	12	26	38	14	24	38
Lowest	5	2	7	9	3	6	9
N.A.		7	9	16	3	13	16
Total		44	95	139	45	94	139

5. Station Management:

Table B.3.-5.a

		Community	State Authority	University	School	Total
Highest	1	8	0	6	4	18
	2	9	3	6	2	20
	3	5	1	6	3	15
	4	6	5	10	3	24
Lowest	5	16	8	13	12	49
N.A.		5	2	5	1	13
Total		49	19	46	25	139

Station Management:

Table B.3.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	4	6	5	18
	2	6	6	2	6	20
	3	1	4	7	3	15
	4	3	6	5	10	24
Lowest	5	10	12	13	14	49
N.A.		5	5	1	2	13
Total		28	37	34	40	139

Station Management:

Table B.3.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	4	14	18	4	14	18
	2	5	15	20	7	13	20
	3	7	8	15	7	8	15
	4	7	17	24	7	17	24
Lowest	5	15	34	49	17	32	49
N.A.		6	7	13	3	10	13
Total		44	95	139	45	94	139

"Not Needed" by both a PBS and ARB was counted in last column.

In regard to question 4 which was open-ended in regard to other in-service training areas which might be considered, 42 of the 139 stations did not respond to this question. Those stations affiliated with communities and universities accounted for 31 out of the 42 "no responses." When stations were classified according to the regions in which they were located, there were not great differences among those which did not respond nor among those stations which served the top markets. The responses of those stations which did identify in-service needs were not classified according to various ways of classifying the stations, but rather, the responses were all tabulated together and in rank-order. In-service programs dealing with "fund raising" including how to obtain money, hold auctions, along with promotion and development of stations and membership and support received by far the highest priority (35 responses and 34 responses, respectively). Various aspects of "engineering" (15 responses), "arts and graphics of TV" (10 responses), and "public relations" (8 responses) were in-service activities requested in that order by the station managers. There were four types of in-service activity which received seven responses each and they were as follows: instructional TV service including utilization and supervision of school personnel; publicity promotion; how to get grants including the submitting of proposals and general business and fiscal management including cost accounting. There are a number of other potentially interesting areas shown in the table, which should be examined.

4. Are there other public television in-service training areas which ought to be considered?

42 stations did not respond to this question.
Those not making comments or suggestions were:

18	Community
3	State Authority
13	University
8	School
42	Total

10	North Atlantic
11	Great Lakes and Plains
9	Southeast
12	West and Southwest
42	Total

14	Top 40 PBS	17	Top 42 ARB
38	Other	35	Other
42	Total	42	Total

The remaining 97 stations gave these suggestions:	Number of Times
Fund Raising (How to get money - auctions)	35
Promotion & Development of Station Membership - Community Support	34
Engineering - Various Aspects of Equipment Utilization and Modification, Transmittal Operations, Technical Operations, Filling-out Logs, etc., Traffic flow and Management of	15

(continued)

Suggestions from remaining 97 stations (continued)	Number of Times
Arts & Graphics of TV (Materials - special effect)	10
Public Relations (How to be more effective)	8
Instructional TV Service (Utilization & Supervision of School Personnel)	7
Publicity Promotion	7
How to get Grants (Submit Proposals)	7
General Business & Fiscal Management (Cost Accounting)	7
Productional Proceedures (Utilization - How to Clear Things)	6
Editing - Tape and Films - Film handling	6
Camera Techniques	6
Audio Techniques of TV	5
Program Development (Evaluations)	5
Journalism Today - News report - Writing	4
Photograph & Film Production	4
Audience Analysis - Information & Surveys	4
Property Rights	3
Personnel Management	3
FCC Station Relations (Briefing)	3
Staging - Set Designs	2
Legal Problems	2
Scheduling Techniques (Garbage & Sorting)	2
Instructional Design	2

The following suggestions were each mentioned once: Network Reports, Human Relations, Public Access Programming, Research Techniques, Documentary Production Technique, Rules & Regulations of FCC, Scheduling Techniques, Minority Training Program, Remote Broadcasts, Service Clinic by Manufacturers via closed circuit, Citizen's Organization Seminar, What is Happening in Experimental & TV Production?, Facility Planning & Use, Instructional Institutes of NAEB & EBI on Interconnect, TV Remote Organization & Execution, Occasional Reports to Stations from National in regard to trends, How to react to new groups constantly arising, What is programming for low income?, Propaganda, and Fairness Doctrine.

Question 5 dealt with the ranking of "evaluation," "production" and "utilization" if feeds for instructional television in-service training could be initiated. University affiliated stations tended to give highest support to presenting information on "evaluation" while those stations in the West and Southwest gave it lowest priority. There were not great differences among the stations according to the top markets served.

Those stations affiliated with a state authority gave "production" a higher priority than did stations with other types of affiliations. Those stations in the North Atlantic and Great Lakes and Plains regions gave "production" a lesser priority than did the stations in the other two regions while there were not major differences among stations serving the two top markets.

In regard to "utilization," the type of station affiliation did not seem to make a great deal of difference in the responses. Like-wise there were not great differences in the regions of the country, although those stations in the Great Lakes and Plains region gave a slightly higher priority to "utilization" than did stations in the other regions. There were no great differences among stations serving the largest markets.

In examining the overall picture, "utilization" was the only in-service area which received positive responses from the station managers with both "evaluation" and "production" receiving negative responses, especially the latter.

B. 5. If feeds for instructional television in-service training could be initiated, please rate the importance of these topics:

1. Evaluation:

Table B.5.-1.a

		Community	State Authority	University	School	Total
Highest	1	5	3	9	3	20
	2	24	10	21	13	68
Lowest	3	11	5	14	7	37
N.A.		9	1	2	2	14
Total		49	19	46	25	139

Evaluation:

Table B.5.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	4	7	4	5	20
	2	16	19	15	18	68
Lowest	3	2	10	10	15	37
N.A.		6	1	5	2	14
Total		28	37	34	40	139

Evaluation:

Table B.5.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	9	11	20	8	12	20
	2	18	50	68	20	48	68
Lowest	3	11	26	37	10	27	37
N.A.		6	8	14	7	7	14
Total		44	95	139	45	94	139

2. Production:

Table B.5.-2.a

		Community	State Authority	University	School	Total
Highest	1	10	6	9	8	33
	2	6	4	12	4	26
Lowest	3	24	8	23	11	66
N.A.		9	1	2	2	14
Total		49	19	46	25	139

Production:

Table B.5.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	7	10	13	33
	2	5	9	5	7	26
Lowest	3	14	20	14	18	66
N.A.		6	1	5	2	14
Total		28	37	34	40	139

Production:

Table B.5.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	11	22	33	10	23	33
	2	8	18	26	9	17	26
Lowest	3	19	47	66	19	47	66
N.A.		6	8	14	7	7	14
Total		44	95	139	45	94	139

3. Utilization:

Table B.5.-3.a

		Community	State Authority	University	School	Total
Highest	1	28	11	28	14	81
	2	9	3	10	6	28
Lowest	3	4	4	6	5	19
N.A.		8	1	2	0	11
Total		49	19	46	25	139

Utilization:

Table B.5.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	15	24	19	23	81
	2	1	7	8	12	28
Lowest	3	6	5	4	4	19
N.A.		6	1	3	1	11
Total		28	37	34	40	139

Utilization:

Table B.5.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	24	57	81	24	57	81
	2	9	19	28	7	21	28
Lowest	3	5	14	19	7	12	19
N.A.		6	5	11	7	4	11
Total		44	95	139	45	94	139

A Station - "Not needed."
D Station - "Great need for Utilization."
C Station - "Don't believe inter-connection should be used for this."
C Station - "All equally important."
C Station - "Don't need - we have own highly developed program."
A Station - "Presented on a regional basis."
C Station - "Not Interested."

6. Are there any other general uses of the system during the daytime hours which you would be interested in having PBS provide?

72 station had no comments or suggestions.
Those stations not making any suggestions came from:

25 Community
9 State Authority
22 University
16 School
72 Total

16 North Atlantic
16 Great Lakes and Plains
18 Southeast
22 West and Southwest
72 Total
(continued)

(continued)
Those stations not making any suggestions came from:

25 Top 40 PBS	29 Top 42 ARB
47 All Other	43 All Other
72 Total	72 Total

The remaining 67 station gave answers as follows:

"Information on PBS shows."
"Information about PBS and CPB."
"For a channel of communication between PBS & ETV Stations."
"Daytime instructional regional network CEN."
"Preview of PBS shows."
"News about network policies & decisions."
"Alternate to flagged shows."
"Feed good programming of all kinds for station selection."
"Previews of ITV from other stations."
"General audience programming."
"Adult in-service continuing education."
"More in house use of PBS announcements or major policy statements."
"Program - daytime service - especially adult education area."
"More promotional materials."
"State network splits for such as legislature coverage, political, program, etc."
"Regional networking segments of programs fed from one station to another."
"Status reports and news more immediate within shorter time from CPB, PBS & ETS."
"Refeed the night schedule."
"In-service news & seminars."
"Fund raising."
"Reports to stations."
"Previewing library materials."
"Televised selected PBS & ETS board meetings or special functions of this nature."
"Daily feed of French Chef."
"American history course specials."
"Regional split service."
"Women at home."
"Regular reports from PBS, CPB, NAEB & ETS officials on progress, problems & plans."
"Network board meetings."
"Vocational - adult-general."
"Make PBS line available for regional network & extra station network."
"Short feature items (news or general interest)."
"Administrative reporting and manager conferences."
(continued)

(continued)
The remaining 67 station gave answers as follows:

"A weekly briefing from CPB-PBS officials or staff."
"New films actualities - national news service, perhaps."
"News & public affairs for schools - such as using the Scholastic Magazine."
"Regional ITD & general national closed circuit report."
"IPB materials."
"Production spots for programs."
"Personnel on closed circuit to enable station personnel to become better acquainted."
"Allow time for groups of stations to use line for regional or state networks."
"News insert feeds."
"Continued feeds of VTR/film promos of outstanding PTL offerings not available on evening feeds."
"Public affairs for women."
"Child rearing."
"Business & finances about the home."
"Live feed of Mr. Rogers at 4 P.M.; Seasame Street at 4:30 P.M."
"Mr. Rogers at 5"30 P.M.; Sesame Street at 6:00 P.M. and Electric Company at 7:00P.M."
"Interactive instructor & retrival."
"Occasional interconnect stations or regional coverage."
"General informational programs for station personnel only - examples being, progress reports, communications of news policies, flash programs & flash problems."
"Washington President, & Congress ceremonies - Congressional debates & hearings."
"PBS programs for ITV use."
"Two way interconnect between regional stations."
"More closed circuit information feeds from PBS - for instance what was done after FBI program."
"Make PBS lines available for regional intra-state network."
"How about monthly FYI reports from CPB, PBS & NAEB?"
"Consumer information."
"Early afternoon feeds for evening programs."
"Library service."
"Service to state & regional networks."
"Feed ITV programs."
"Regional feeds."
"Recorded broadcast use of other station broadcasts."
"Transmission of fund raising materials for local adaptation."
"Educational development conference."
(continued)

(continued)
The remaining 67 station gave answers as follows:

"National time signal system."
"PBS/Station Conference."
"Saturday A.M. of Sesame Street & Mr. Roger's Children's Package late afternoon."
"Regional feeds of Instructional & Public Television programs for live use, library & auditioning or previews."
"Reports by Leadership of CPB, PBS, NAEB & CEN."
"Use of regional networks."
"There is an imbalance now in favor of PBS; would like to see imbalance tipped toward station. After redressed - then PBS could be enlarged."
"National ITV previews of GPNL and/or NIT new library acquisitions."
"Availability of lines for equipment standardization testing."
"Reports by authorities within CPB & PBS."

The last question on this section, question 6 requested station managers to indicate if there were any other general uses to which the system might be put during day time hours. Of the 139 stations, 72 made no suggestions or comments on this question. Those stations which did not respond were found almost equally among the various types of affiliations with perhaps those with school affiliations being the least likely to respond to the question. There were not major differences among those stations not responding according to the region of the country in which they were located or their relationship to the top markets, although those serving the top ARB markets responded in lesser numbers than did those serving the top 40 PBS markets.

Because the question was an open-ended one, it became almost impossible to cluster the responses into more general headings. As a consequence, all of the responses of the 67 stations are given in the table. There are clear indications that the managers would like to see the network used for telecasting board meetings of such organizations as PBS, NAEB and other similar groups. There was also great interest in using the network for national and regional previewing including materials held by NIT and GPNL.

III. PBS DEPARTMENTAL EVALUATIONS

An overwhelming number of responses were found either in the "excellent" or "good" categories in regard to the attentiveness of the PBS staff to inquiries and requests from the stations with 82 per cent of the responses being in these two categories. In terms of the station operators, the only major differences seem to appear in regard to the "fair" response where 18 of the 21 responses were recorded by station managers representing community and university affiliated stations. As one examines the regions, the "excellent" and "good" responses were highest for managers representing the "North Atlantic" and "Great Lakes and Plains" regions while somewhat lower percentages of responses were accorded to these two categories by managers in the other two regions. Only two of the "fair" responses out of the 21 were recorded by station managers in the "North Atlantic" region with the other 19 "fair" responses being quite evenly divided among the other three regions.

In general, how would you characterize the attentiveness of PBS staff to inquiries and requests from your station?

Table 1.-a

	Community	State Authority	University	School	Total
Excellent	10	5	11	7	33
Good	31	11	25	14	81
Fair	7	2	8	4	21
Poor	0	1	2	0	3
N.A.	1	0	0	0	1
Total	49	19	46	25	139

Table 1.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Excellent	8	7	7	11	33
Good	17	24	19	21	81
Fair	2	6	5	8	21
Poor	1	0	2	0	3
N.A.	0	0	1	0	1
Total	28	37	34	40	139

Table 1.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Excellent	11	22	33	14	19	33
Good	32	49	81	26	55	81
Fair	1	20	21	4	17	21
Poor	0	3	3	1	2	3
N.A.	0	1	1	0	1	1
Total	44	95	139	45	94	139

The responses to this question revealed the greatest difference in responses by representatives of stations in the top population markets. There was only one "fair" response among the station managers in the top 40 PBS population markets, while there were four "fair" and one "poor" responses from managers in the top 42 ARB market. It is interesting that managers representing stations in the top 42 ARB markets recorded the largest number of "excellent" responses.

In regard to the question as to whether the flagging procedures as revised in May, 1971 had proven satisfactory, those stations affiliated with schools gave only two "no" and 21 "yes" responses for the most positive response to the question, while those stations affiliated with a State Authority gave it the least favorable response (12 "yes" responses and 7 "no" responses). When the responses of the stations were examined according to regions, the North Atlantic region gave less approval than did the other regions. There were no major differences among those stations serving the two top markets although those stations in the two top markets tended to give less favorable response to the flagging procedures than did those stations found in the "all others" for each of the top markets.

Overall, it would appear that quite general approval was given to the flagging procedures with 106 out of the 139 responses being in the "yes" category.

Those station managers who felt that the flagging procedure was not satisfactory, gave a wide range of answers as to why they were dissatisfied although, a number of the managers felt that it would be helpful to have more specific information as to why the material was flagged. Others felt that there was no need for any of the material to be flagged.

A. Programming

III. A. 1. a.) Has the flagging procedure as revised in May 1971 proved satisfactory?

Table A.1.-a).a

	Community	State Authority	University	School	Total
Yes	37	12	36	21	106
No	10	7	9	2	28
N.A.	2	0	1	2	3
Total	49	19	46	25	139

Table A.1.-a).b

	North Atlantic	Great Lakes and Plaina	Southeast	West and Southwest	Total
Yes	20	28	26	32	106
No	8	8	5	7	28
N.A.	0	1	3	1	5
Total	28	37	34	40	139

Table A.1.-a).c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	33	73	106	33	73	106
No	10	18	28	12	16	28
N.A.	1	4	5	0	5	5
Total	44	95	139	45	94	139

Of the "no" answers in the top PBS and ARB the majority comments were that:

"More specific information should be given on why it is flagged."
There were five station managers who felt there was too much flagging or was over sensative.
One "yes" answer was qualified with "Timing of exact troublesome segments has helped most and was most needed."

1. b.) If not, please specify:

Community Stations:

"Want information on why it is flagged."
"Too much - over sensative."
"Information on nature of the flagged materials - some might be clean - without viewing."
"Couldn't see until weeks ago. (also a PBS and ARB station)"
"Too many flags."
"We are not interconnected."
A "Yes" answer with this comment: "Timings of exact troublesome segments has helped most and was most needed."
"We want to know what the nature of the flagged material is the moment it is flagged."
"They have not really followed the adopted procedures and tended towards overkill."
"There should be more specific information on the original message - flagging exactly what the problem is."
"Because insufficiently specific."
"Need more specific information or more in detail prior to the closed circuit feed."
"Yes" answer with this comment - "However, in most instances I found the objectionable language or material could have been eliminated without loss of impact."

State Authority:

"Failed to flag some things - flagged others we would not have - seem to be hung up on words rather than scenes."
(continued)

State Authority (continued):

A "Yes" answer but, with this comment: "Wish need for flagging did not exist."
"It is improved but, we still feel that a statement by the producer in defense of questionable material would be healthy."
"Flagging is too late to cancel the broadcast and get publicity from TV guide and newspapers."
"Too many flags and not enough specifics."
"Tell what the likely problem is."
"Notify sooner if flagged" - "Honestly can't see any need for flagging material."
"As a non-inter-connected station without preview time we need detailed narrative description of flagging portion."
"Flagging message not always clear and not sufficient advance notice."

University Stations:

"We consider this a problem. We need to know the specifics of why the flag - a description of the problem."
"Flagging not far enough in advance."
"Would like specific reference to the nature of the flagged material, because we cannot preview."
"Because we are not given the specific content reason."
"Need specific information on why it is flagged."
"No inter-connection."
"Include more information when material flagged."
"More information on portion flagged. Give reason so that it won't be necessary to view all."
"Not inter-connected, so cannot see flagged previews."
A "Yes" answer - "A little too conscious - maybe."

School Stations:

The two "no responses" in this section said, "Not applicable to WIPR-TV" and "Not familiar with this procedure."

The two questions which dealt with whether the station represented by the station manager had either offered programs or submitted proposals to PBS will be summarized together since generally the responses to these two questions were very similar regardless of how the stations are classified. The major lack of agreement occurs among the stations classified according to regions where one finds that stations in the Great Lakes and Plains region offered only 11 programs

but submitted 16 proposals. The substantial differences caused some minor shifting in the totals dealing with the offering of programs and submitting of proposals in each of the various regions.

It is apparent that the stations serving the two top markets are very much more active in offering programs and submitting proposals to PBS. Almost half of the programs offered and proposals submitted came from those stations serving the top two markets.

Table 2.c-a,b, and c summarize the responses to the question as to whether those who had either offered programs or submitted proposals felt that they were treated in a fair, thorough, and professional manner. Those stations serving the top two markets generally had much more positive feelings about the PBS response than did those stations outside the top markets. Those station managers who were not pleased with their treatment gave a variety of responses as to why they were negative but, several of them felt that the PBS responses to their proposals was too slow.

2. During 1971, have you offered programs or submitted specific program proposals to PBS (other than in answer to Programming Department polls):

   a.) Offered programs?

Table 2.a)-a

	Community	State Authority	University	School	Total
Yes	22	9	14	11	56
No	26	10	32	14	82
N.S.	1	0	0	0	1
Total	49	19	46	25	139

Table 2.a)-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	17	11	16	12	56
No	11	26	17	28	82
N.A.	0	0	1	0	1
Total	28	37	34	43	139

Table 2.a)-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	27	29	56	25	31	56
No	17	65	82	20	62	82
N.A.	0	1	1	0	1	1
Total	44	95	139	45	94	139

b.) Submitted proposals?

Table 2.b)-a

	Community	State Authority	University	School	Total
Yes	22	10	15	8	55
No	24	9	31	15	79
N.A.	3	0	0	2	5
Total	49	19	46	25	139

Table 2.b)-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	14	16	15	10	55
No	12	21	17	29	79
N.A.	2	0	2	1	5
Total	28	37	34	40	139

Table 2.b)-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	24	31	55	24	31	55
No	17	62	79	18	61	79
N.A.	3	2	5	3	2	5
Total	44	95	139	45	94	139

c.) If Yes in either a.) or b.), and, regardless of whether or not it was accepted at the time, do you feel that your offering and/or proposal was treated in a fair, thorough, and professional manner?

Table 2.c)-a

	Community	State Authority	University	School	Total
Yes	19	8	12	9	48
No	9	3	5	3	20
Total	20	17	20	11	68

Table 2.c)-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	15	11	14	8	48
No	5	6	6	3	20
Total	20	17	20	11	68

Table 2.c)-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	25	23	48	24	24	48
No	5	15	20	4	16	20
Total	30	38	68	28	40	68

d.) If not, please specify:

Community Stations:

"Did not give proper amount of time to assess value of programs."
"Took too long to get a response."
"Not consistant with facts."
"Yes"- answer, but comment was - "No complaints on how it was handled - but there is a lack of guide lines as to what would be accepted - no criteria - and no local time in PBS schedules when we could offer these programs."
"We still have not received information from PBS on possible broadcast of 'Come to Florida Before It's Gone'."
"Yes - Big improvement here."
"No response to offering made this year. Sent on the 14th of November."
"Treated cavalierly."
"We presented proposals and programs and then were told there were no program funds."
"Yes, but - Sometimes a little slow."
"Too often indefinite response - delayed beyond value of program."
"Proposal after lengthy delay were rejected for reasons not candid."

State Authority:

"Compared to what? Is it the same response that is given to seven production centers?"
"We question the qualifications of the production assistants who make the decision."
"PBS was very slow in reacting to the programs for very obvious wrong reasons and poor excuses."
"No response to request to PBS on Nixon's visit."
"Not pleased - Not displeased - too regional - would like more emphasis placed on content."

University Stations:

There were the "no response" answers with these comments:
"Too soon to tell."
"Feel there is so limited possibility for success that it is not worth the energy."
"Too great a delay in response."
"It appeared as if PBS really didn't want to bother with our proposal."
"Responses have seemed to be vague and arbritary without utilization of priorities."
"It was all word of mouth - however now have forms - but if material is dated the evaluation is much too infrequent. Consideration should be given immediately when submitted."
"Rejections are not detailed - rejection was recieved only after repeated requests for answer."

School Stations:

"Long delay in replies, otherwise O.K."
"Initially our proposal was given a flat turn down without adequate explanation. After filing a complaint we were given proper attention."
"Very slow in responding."

Question 3 dealt with whether or not requests for information or suggestions made to the programming department were adequately handled and if not the reasons why the managers felt they were not adequately handled. There did not seem to be major differences among the type of station affiliations or the regions in which the stations were located. While only one station in the top 40 PBS market responded with a "no" some station managers reported what they felt were undue delays in obtaining answers to their questions.

National program advertisements appeared more often in local papers of those stations Community affiliated, while those stations connected with a University were least likely to be covered by national advertisements. Stations in the North Atlantic region were most likely to have national advertisement while stations in the Great Lakes and Plains and the West and Southwest regions were least likely to have national advertising in local newspapers. Over half of those station managers reporting advertising in local newspapers were found in either of the top two markets. Many station managers wished to make comments in regard to this question and their opinions are included as a part of table B.1. Many of the station managers felt strongly that all of the advertising budget of PBS should be distributed according to a formula to local stations and allow the local stations to place their own advertising.

Many station managers did not respond to the question about rating the curre print advertisement process since there were no advertisements placed in their area (24 out of the 139 station managers failed to respond to this question).

3. a.) In general, have the requests for information or suggestions you have made with regard to Programming Department operations been adequately handled?

Table 3.a)-a

	Community	State Authority	University	School	Total
Yes	40	18	42	24	124
No	7	1	2	1	11
N.A.	2	0	2		
Total	49	19	46	25	139

Table 3.a)-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	25	33	30	36	124
No	3	3	3	2	11
N.A.	1	0	1	2	4
Total	29	36	34	40	139

Table 3.a)-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	42	82	124	39	85	124
No	1	10	11	5	6	11
N.A.	1	3	4	1	3	4
Total	44	95	139	45	94	139

b.) If not, please specify:

Community Stations:

"Yes - but mushiest in program area."
"Response to suggestions unsatisfactory and occasionally no response."
"Only so-so - still do not know if we have repeat nights for film Odessey."
"Sent tape - long interval - returned only after inquiring as to what happened - and then found they were never looked at."
"No Comment."
"Generally treated with contempt."
"Yes" answer - "With San Antonio only - Austin, no."
"Offered and asked for information on programming for elderly as far back as November - still waiting for an answer."

"Requested information concerning a specific series and never recieved a satisfactory reply regarding their availability."

State Authority Stations:

"There seems to be too little correction of problems to which they are alerted, but do not correct."
"Yes" answer with this comment - "PBS 'yes' Ann Arbor 'no'. To date, we have not received adequate answers to questions sent to Ann Arbor during the past six months."

University Stations:

"Filled out numerous responses but we see no visible evidence of use. Should pay more attention."
"Sometimes a problem with lack of input from non-interconnected stations.:
There were two "yes" answers with comments as follows:
"We need programming information in advance of national release."
"Promotion slides have been far too late in getting to stations."

School Stations:

"NO - Forsythe segment not available to stations."
Comment with a "Yes" answer was - "Great deal of difficulty in getting information in advance for publicity."

B. Public Information

Part III. B. 1. Have national program advertisements appeared in your local papers?

Table B.1.-a

	Community	State Authority	University	School	Total
Yes	25	6	6	9	46
No	23	13	39	16	91
N.A.	1	0	1	0	2
Total	49	19	46	25	139

Table B.1.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	14	9	13	10	46
No	14	28	19	30	91
N.A.	0	0	2	0	2
Total	28	37	34	40	139

Table B.1.-c

	Total	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes		24	22	46	28	16	46
No		18	73	91	17	74	91
N.A.		2	0	2	2	0	2
	Total	44	95	139	45	94	139

Community Stations:

"But PBS should expand its market lists using smaller ads."
"Yes, after complaint."
"Only Xerox advertisements."
"In Metropolitan papers - reflecting another channel - not ours. Not in local papers."
"Yes - but paid for from local funds only."
"No-no-no Bad!"
"Primary newspaper carries ads for WETA and Baltimore, does not help us one hell of a lot."
"Yes" answer with this comment, "Has helped us because we bought the space - PBS did not help us."
"No - none that nationally paid for."

State Authority Stations:

"Very, very seldom have advertisements appeared in local newspaper."

University Stations:

"No - however we are in the market where Los Angeles Times serves our area. During the first two weeks of the new season we were included in those ads. Since then other advertisements have appeared paid for by PBS identifying only Channel 28."
"No - except for TV Guide."
"No - Dammit."
"Forget it, we have to play all programs at another time - expend the money locally."
"Yes - ads have been appearing once a week."
"Yes - but have specified another call letters - not ours."
"Yes - but paid for by us not PBS."

School Stations:

"No - only an occasional news release or a review by a national writer."
"No - why the hell not?"
"Yes - but could include after Channel 13 other channels."
"Yes - but very little."

The University affiliated stations gave the least favorable response to the current print advertisement process while stations in the North Atlantic region scored the "good" and "excellent" in a more positive fashion proportionally than did stations located in the other regions. Those stations in the two top markets tended to respond in a similar way.

Overall, the responses were generally negative to the current print advertisement process with 73 of 115 station managers who responded to this question feeling that the process was either "fair" or "poor."

There were no major differences in responses by the station managers to the question about the value of information service packages. Perhaps the exception was that more stations serving the top 40 PBS market found the information service package to be "very useful" (17 out of the 37 "very useful" responses were recorded by stations in the top 40 PBS market). Overall, the station managers tended to respond very much more toward the "very useful" end of the continuum in regard to the information service packages with 95 out of 136 station managers responding doing so in either categories "1" or "2" and only one manager who said the packages were "useless."

Community stations were more likely to feel that the national commercial television advertising campaign for PBS programming this past fall was successful than did stations with other types of affiliations. There were no marked differences in responses according to regions in which the stations were located or the top markets. Overall, there was considerable difference of opinion about the success of the campaign although there were more responses in the "very successful" direction than in the "unsuccessful" there were 76 responses under "1" and "2" toward the "very successful" end of the continuum while there were only 30 responses in "4" and "5" in the "unsuccessful" direction.

B. 2. How would you rate the current print advertisement process?

Table B.2.-a

	Community	State Authority	University	School	Total
Excellent	3	1	1	2	7
Good	18	5	8	4	35
Fair	9	3	12	7	31
Poor	15	6	13	6	42
N.A.	4	4	10	6	24
Total	49	19	46	25	139

Table B.2.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Excellent	1	2	3	1	7
Good	8	8	8	11	35
Fair	6	6	9	10	31
Poor	11	13	5	13	42
N.A.	2	8	9	5	24
Total	28	37	34	40	139

Table B.2.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total Tot
Excellent	5	2	7	3	4	7
Good	19	16	35	20	15	35
Fair	5	26	31	4	27	31
Poor	9	33	42	12	30	42
N.A.	6	18	24	6	18	24
Total	44	95	139	45	94	139

"Too few to judge" was the reason given by many of the stations for not rating this question.
"Get no real use."
"We get none."
"Did not receive any."
"Could use more glossy proof of display ads."
"Too expensive."
"Have not used."
"Unused."
"Unnecessary."

B. 3. How would you characterize the value of the information service package you are receiving?

Table B.3.-a

		Community	State Authority	University	School	Total
Very Useful	1	8	11	12	6	37
	2	23	5	21	9	58
	3	13	3	10	7	33
	4	4	0	1	2	7
Useless	5	0	0	1	0	1
N.A.		1	0	1	1	3
Total		49	19	46	25	139

Table B.3.-b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Very Useful	1	6	9	14	8	37
	2	10	15	12	21	58
	3	9	10	4	10	33
	4	3	3	0	1	7
Useless	5	0	0	1	0	1
N.A.		0	0	3	0	3
Total		28	37	34	40	139

Table B.3.-c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Very Useful	1	17	20	37	11	26	37
	2	15	43	58	19	39	58
	3	8	25	33	10	23	33
	4	4	3	7	4	3	7
Useless	5	0	1	1	0	1	1
N.A.		0	3	3	1	2	3
Total		44	95	139	45	94	139

"Receiving some by program guide - listing sooner
and photographs to station sooner would be helpful."
"Arrive too late to use."
"Comes too late."
"Local tie-in a problem."
"Useful if it gets here in time."
"Speed up pics for media distributor."

Community stations tended to recommend that a similar television campaign be repeated at the end of each of the three major seasons while University operated stations were among the largest group suggesting that the campaign be only in the fall probably because of the kind of academic schedules that Universities follow. Stations located in the Southeast region were more likely to suggest that the television campaign "be discontinued." There were no particular differences among those stations serving the top two markets.

Overall, there was great sentiment for repeating the campaign at the beginning of each of the three major seasons (79 responses in this category) although there were a significant number who also suggested that the campaign be discontinued entirely (35 who responded in this category). There were a considerable number and range of comments which station managers made with many of them feeling as had been suggested earlier, that the advertising budget should be allocated to local stations.

B. 4. How would you rate this fall's national commercial television advertising campaign for PBS programming?

Table B.4.-a

		Community	State Authority	University	School	Total
Very Successful	1	11	3	7	3	24
	2	22	5	16	9	52
	3	7	3	8	8	26
	4	1	3	6	3	13
Unsuccessful	5	5	5	6	1	17
N.A.		3	0	3	1	7
Total		49	19	46	25	139

Table B.4-b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Very Successful	1	3	11	9	1	24
	2	10	9	9	24	52
	3	7	9	6	4	26
	4	2	4	1	6	13
Unsuccessful	5	4	3	6	4	17
N.A.		2	1	3	1	7
Total		28	37	34	40	139

Table B.4.-c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Very Successful	1	9	15	24	6	18	24
	2	19	33	52	18	34	52
	3	7	19	26	12	14	26
	4	4	9	13	4	9	13
Unsuccessful	5	4	13	17	4	13	17
N.A.		1	6	7	1	6	7
Total		44	95	139	45	94	139

"For 28 delayed stations the timing is then wrong."
"We felt PBS missed by not putting local call letters on ads."
"Too much emphasis on large markets, not enough on medium and small - if network TV ads were not purchased budget could have covered all markets."
"Did not reach areas where there is limited commercial television."

B. 5. Would you recommend that a similar television campaign (Select one):

Table B.5.-a

	Community	State Authority	University	School	Total
Be repeated	31	9	24	12	76
Be in the Fall	6	2	10	6	24
Be discontinued	10	8	11	6	35
N.A.	2	0	1	1	4
Total	49	19	46	25	139

Table B.5.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Be repeated	16	23	12	25	76
Be in the Fall	5	5	5	9	24
Be discontinued	6	9	14	6	35
N.A.	1	0	3	0	4
Total	28	37	34	40	139

Table B.5.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Be repeated	25	51	76	22	54	76
Be in the Fall	8	16	24	8	16	24
Be discontinued	11	24	35	13	22	35
N.A.	0	4	4	1*	3	4
Total	44	95	139	45	94	139

* Said to be conducted only in January.

"Not too significant."
"Discontine and give us the money locally to use for that purpose."
"Money for local ads in market other than "Big 10" ought to be provided."
"Be repeated but with provision for local station."
"Be repeated but with smaller ads, more ads, in more cities."
"Be repeated if local funding is provided."
"Be repeated if it is not going to cost much money."
"Would prefer money to go to local stations for local media."
"Timing is such a problem because of delay - it becomes very confusing."
"Would like local station channel number insert."
"Recommend funds go to local stations to place ads with care sheets of proof of payment."
"Ads say - 'Watch tonight' and then because of timing problem it is not on."
"Be discontinued and re-evaluated."
"Buy more print - other than large city newspapers."
"Be repeated, October and January, without July."
"Be conducted twice a year."
Eight managers stating that perhaps, it would be better to spend the money locally for advertising purposes.

Question B.6. dealt with the value of services provided by the PBS Office of Public Information. Since each of the services was ranked in regard to the other services, only an overall examination will be made of the responses. The provision of "Press Information" and "Press Kit" were both ranked as being "very" valuable with the former receiving 116 out of 134 responses in either first or second place and the latter receiving 91 responses for either top or second place in terms of value. There was a division in regard to both "Print Advertisements" and "Television Advertisements" although in each case the responses tended to be toward the "least" valued end of the continuum with television advertisements receiving 30 responses in the very lowest category. There was very little value attached to either "Advertising Mats" or "Idea Service" with 68 and 65 responses respectively being recorded in the lowest and the next to the lowest categories.

Question B-1 dealt with the helpfulness of visits by PBS station relations personnel to the staff of the various stations. Although there was no category provided for it, 32 of the stations reported that "no" visits were made to them by PBS staff. There were no particular differences among the various stations according to their affiliations but six of the "no" responses out of a total of 10 for all stations were recorded by the managers in the North Atlantic area. Looking at the tables overall, it is evident that there was an over-whelming positive response to the visits where such visits were made. (96 "yes" responses and only 10 "no" responses).

B. 6. Please list in order the value of these services provided by PBS's Office of Public Information:

1. Advertising mats:

Table B.6.-1.a

		Community	State Authority	University	School	Total
Highest	1	0	0	0	1	1
	2	3	2	2	3	10
	3	8	3	8	0	19
	4	5	5	8	8	26
	5	14	6	18	3	41
Lowest	6	11	2	8	6	27
N.A.		8	1	2	4	15
Total		49	19	46	25	139

Table B.6.-1.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	1	0	0	0	1
	2	2	3	2	3	10
	3	6	6	4	3	19
	4	2	6	8	10	26
	5	9	12	9	11	41
Lowest	6	4	8	6	9	27
N.A.		4	2	5	4	15
Total		28	37	34	40	139

Table B.6.-1.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	0	1	1	0	1	1
	2	3	7	10	3	7	10
	3	8	11	19	8	11	19
	4	8	18	26	8	18	26
	5	14	27	41	15	26	41
Lowest	6	7	20	27	6	21	27
N.A.		4	11	15	5	10	15
Total		44	95	139	45	94	139

2. Idea Service:

Table B.6.-2.a

		Community	State Authority	University	School	Total
Highest	1	0	0	0	0	0
	2	4	3	1	2	10
	3	3	5	13	6	27
	4	9	0	9	5	23
	5	14	3	9	5	31
Lowest	6	13	7	12	2	34
N.A.		6	1	2	5	14
Total		49	19	46	25	139

Table B.6.-2.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	0	0	0	0	0
	2	2	3	3	2	10
	3	4	6	8	9	27
	4	1	8	7	7	23
	5	6	9	6	10	31
Lowest	6	11	9	5	9	34
N.A.		4	2	5	3	14
Total		28	37	34	40	139

Table B.6.-2.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	0	0	0	0	0	0
	2	4	6	10	5	5	10
	3	7	20	27	8	19	27
	4	5	18	23	5	18	23
	5	11	20	31	11	20	31
Lowest	6	14	20	34	13	21	34
N.A.		3	11	14	3	11	14
Total		44	95	139	45	94	139

3. Press Information (press releases, pictures, etc.):

Table B.6.-3.a

		Community	State Authority	University	School	Total
Highest	1	30	16	39	15	100
	2	6	1	3	6	16
	3	6	1	2	1	10
	4	4	1	0	1	6
	5	1	0	0	0	1
Lowest	6	0	0	1	0	1
N.A.		2	0	1	2	5
Total		49	19	46	25	139

Table B.6.-3.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	18	30	22	30	100
	2	2	6	5	3	16
	3	3	0	3	4	10
	4	3	0	1	2	6
	5	1	0	0	0	1
Lowest	6	0	1	0	0	1
N.A.		1	0	3	1	5
Total		28	37	34	40	139

Table B.6.-3.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	30	70	100	29	71	100
	2	5	11	16	5	11	16
	3	4	6	10	4	6	10
	4	5	1	6	6	0	6
	5	0	1	1	0	1	1
Lowest	6	0	1	1	0	1	1
N.A.		0	5	5	1	4	5
Total		44	95	139	45	94	139

4. Press Kits:

Table B.6.-4.a

		Community	State Authority	University	School	Total
Highest	1	6	3	2	4	15
	2	23	10	32	11	76
	3	9	3	4	4	20
	4	5	1	5	0	11
	5	3	2	1	1	7
Lowest	6	0	0	1	2	3
N.A.		3	0	1	3	7
Total		49	19	46	25	139

Table B.6.-4.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	3	4	4	4	15
	2	12	21	15	28	76
	3	2	6	10	2	20
	4	6	4	1	0	11
	5	3	1	0	3	7
Lowest	6	1	0	1	1	3
N.A.		1	1	3	2	7
Total		28	37	34	40	139

Table B.6.-4.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	6	9	15	6	9	15
	2	23	53	76	21	55	76
	3	7	13	20	7	13	20
	4	3	8	11	4	7	11
	5	2	5	7	2	5	7
Lowest	6	1	2	3	1	2	3
N.A.		2	5	7	2	5	7
Total		44	95	139	45	94	139

5. Print Advertisements:

Table B.6.-5.a

		Community	State Authority	University	School	Total
Highest	1	6	2	1	2	11
	2	7	0	3	0	10
	3	7	4	7	4	22
	4	12	6	13	5	36
	5	8	6	7	7	28
Lowest	6	2	1	12	2	17
N.A.		7	0	3	5	15
Total		49	19	46	25	139

Table B.6.-5.b

		North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Highest	1	5	1	2	3	11
	2	3	3	1	3	10
	3	7	5	3	7	22
	4	5	11	10	10	36
	5	4	7	9	8	28
Lowest	6	2	4	5	6	17
N.A.		2	6	4	3	15
Total		28	37	34	40	139

Table B.6.-5.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	8	3	11	8	3	11
	2	5	5	10	6	4	10
	3	9	13	22	6	16	22
	4	7	29	36	11	25	36
	5	12	16	28	7	21	28
Lowest	6	1	16	17	3	14	17
N.A.		2	13	15	4	11	15
Total		44	95	139	45	94	139

6. Television Advertisements:

Table B.6.-6.a

		Community	State Authority	University	School	Total
Highest	1	4	1	3	3	11
	2	6	1	5	2	14
	3	14	4	10	5	33
	4	9	4	11	0	24
	5	4	3	5	3	15
Lowest	6	8	6	10	6	30
N.A.		4	0	2	6	12
Total		49	19	46	25	139

Table B.6.-6.b

		North Atlantic	Great Lakes and Plains	Woutheast	West and Southwest	Total
Highest	1	0	2	4	5	11
	2	6	2	4	2	14
	3	5	12	5	11	33
	4	8	8	3	5	24
	5	2	4	3	6	15
Lowest	6	5	5	12	8	30
N.A.		2	4	3	3	12
Total		28	37	34	40	139

Table B.6.-6.c

		Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Highest	1	3	8	11	2	9	11
	2	5	9	14	6	8	14
	3	9	24	33	9	24	33
	4	10	14	24	9	15	24
	5	6	9	15	4	11	15
Lowest	6	9	21	30	11	19	30
N.A.		2	10	12	4	8	12
Total		44	95	139	45	94	139

"About 10% of the slides and pictures are too late to use."
"Materials arrive much too late. Photographs arrive after series are shown."
In several instances there were ties for the same ratings.
"The network slides were never in time - need earlier all promotional material so we can use in scheduling."

C. Station Relations

C. 1. Are visits by PBS stations relations personnel helpful to you and your staff?

Table C.1.-a

	Community	State Authority	University	School	Total
Yes	34	15	31	16	96
No	4	1	3	2	10
No Visits	10	3	12	7	32
N.A.	1	0	0	0	1
Total	49	19	46	25	139

Table C.1.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	17	25	21	33	96
No	6	0	2	2	10
No Visits	5	12	10	5	32
N.A.	0	0	1	0	1
Total	28	37	34	40	139

Table C.1.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	35	61	96	34	62	96
No	3	7	10	3	7	10
No Visit	6	26	32	8	24	32
N.A.	0	1	1	0	1	1
Total	44	95	139	45	94	139

The next question requested information as to whether visits by PBS staff were made too often, a sufficient number of times, or too infrequently. Proportionately, community affiliated stations and those connected with universities and schools responded that the visits were "too infrequent." Those stations in the North Atlantic region gave responses which indicated that they were about equally divided as to whether the visits were "sufficient" or "too infrequent." There were no major differences as to how the stations responded according to the top markets.

Overall, there was strong feeling that the visits were "too infrequent" with 94 out of 136 managers who responded to this question so indicating. Only one station manager thought the visits were "too often."

The next group of questions dealt with engineering and technical operations. The first of these questions asked the station managers to respond to how responsive the PBS engineering and technical operations staff was in responding to problems of interconnection. There were 65 station managers who gave "other" response to this question. The comments which accompany each of the tables break down the stations into various categories. As to the nature of the "other" responses, most were either that the stations were not interconnected or the station managers said they had no direct dealings with PBS.

As one examines the tables, there does not seem to be major differences among the various ways of classifying stations, although those stations operating in the top two markets are very much more likely to have checked "responsive" than was true for "all others." There was only one station manager who reported that the PBS engineering and technical operation staff were "non-responsive" in contrast with 73 who checked "responsive."

C. 2. How would you rate the frequency of these visits?

Table C.2.-a

	Community	State Authority	University	School	Total
Too Often	0	0	1	0	1
Sufficient	18	9	8	6	41
Too Infrequent	29	10	37	18	94
N.A.	2	0	0	1	3
Total	49	19	46	25	139

Table C.2.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Too Often	1	0	0	0	1
Sufficient	12	10	7	12	41
Too Infrequent	14	27	25	28	94
N.A.	1	0	2	0	3
Total	28	37	34	40	139

Table C.2.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Too Often	0	1	1	0	1	1
Sufficient	22	19	41	19	22	41
Too Infrequent	21	73	94	23	71	94
N.A.	1	2	3	3	0	3
Total	44	94	139	45	94	139

D. Engineering and Technical Operations.

1. When there are problems with the interconnection service, and such problems are brought to the attention of PBS Engineering and Technical Operations, are they responsive?

Table D.1.-a

	Community	State Authority	University	School	Total
Responsive	30	10	22	11	73
Not Responsive	0	0	1	0	1
Other	19	9	23	14	65
Total	49	19	46	25	139

Community Stations:
Seventeen of the nineteen "Other" are not interconnected or deal through a state network, etc, and one station not on the air until March 1st.

State Authority Stations:
Seven of the nine "Other" are not interconnected or deal through a state network, etc.

University Stations:
Nineteen of the twenty-three "Other" have no dealings directly with PBS.

School Stations:
Twelve of the fourteen "Others" are not interconnected or they do not deal directly with PBS.

Table D.1.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Responsive	13	17	21	22	73
Not Responsive	1	0	0	0	1
Other	14	20	13	18	65
Total	28	37	34	40	139

North Atlantic Stations:
There were twelve stations who said they did not deal directly with PBS so could not rate this question.

There were two comments under "Other."
"PBS is slowly responsive."
"PBS has had no success in cleaning up our local video loop - although attempts have been made.

Great Lakes and Plains Stations:
There were fourteen stations who said they did not deal directly with PBS, so could not rate this question.

Two stations reported they had not enough experience to rate, two "no comment" and two with these comments:
"PBS is responsive but AT&T doesn't give a damn."
"When supervisory personnel call about problems, PBS very responsive, but during feed time operations engineers get the run-around, especially during night-time operations."

Southeast Stations:
Eleven stations said they were not interconnected or dealt through other networks.

Two stations commented:
"Attempts to correct not responded to - especially audio."
"Action is slow because AT&T is not a dedicated network."

Southwest and West Stations:
Eighteen stations said they were not interconnected or that it was not applicable to them.

Glick, English, Labatom and Mott were cited as top-flight people by several different stations.

Table D.1.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Responsive	34	39	73	38	35	73
Not Responsive	0	1	1	0	1	1
Other	10	55	65	7	58	65
Total	44	95	139	45	94	139

PBS Stations:
"PBS - not so with AT&T."
"PBS has had no success in cleaning up our local video loop although attempts have been made."
The rest were "No response" or "Not Interconnected" or "Dealt through a state network."

ARB Stations:
"PPS is responsive, but AT&T doesen't give a damn."
"PBS has had no success in cleaning up our local video loop."
Again, there were stations rated "other" because not applicable to them.

There were 27 station managers who responded in the "other" category to question D. 2 in regard to technical information distributed to the stations by PBS. Although a few of the responses were quite critical of the technical information which was distributed to them, many of those who responded in "other" category did so because they have not been interconnected.

There were no marked differences among the responses of the various stations according to affiliation or region. Those stations operating in the top markets were much more likely to have checked "other" than the "all others." Overall, there was a clearly expressed feeling that the information distributed was comprehensive and to the point with 104 responses being recorded in this category with only eight responses having been placed in the "incomplete" category.

The station managers were permitted to check as many technical services as they felt should be provided including technical production consultation, design consultation, and equipment evaluation with the added opportunity for an open-ended response. Because this question did not require a ranking, only the overall responses and comments to the open-ended question are discussed.

D. 2. The technical information distributed to the stations by PBS is:

Table D.2.-a

	Community	State Authority	University	School	Total
Comprehensive	40	13	33	18	104
Incomplete	2	2	3	1	8
Other	7	4	10	6	27
Total	49	19	46	25	139

Community Stations:

"Rarely helpful, important or instructive."
"Interconnected through St. Paul, Duluth and Brookings."
"New York network so don't deal with them."
"Adequate."
"Not fully interconnected."
"Technical discription about program was not only bad but was rotten - yet they aired the program when they already knew the quality was so poor. - Station received much criticism about this."

State Authority Stations:

"Could be more of it."
"Most is irrelevant since we are not interconnected - however other information is comprehensive and to the point."
"Not interconnected."
"Not relevant in-as-much as most data refers to interconnection."

University Stations:

"Timings are incorrect."
"Haven't seen any."
"Only received about six pieces of technical information in the past year."
"Not interconnected."
"Insufficient experience."
"Has not affected us, yet."

School Stations:

"Not enough information is passed."
"More technical information; lacking in audio and video test information."
"Improving."

Table D.2.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Comprehensive	21	28	24	31	104
Incomplete	3	2	1	2	8
Other	4	7	9	7	27
Total	28	37	34	40	139

Other:

Again many could not rate this question because not interconnected and therefore must be tabulated with "Other."

North Atlantic Stations:

"There could be more of it."
"Rarely helpful, important or instructive."
Two were unable to rate.
"Adequate"
"Most is irrelevant since not interconnected, however other information in this is comprehensive and to the point."

Great Lakes and Plains Stations:

"Timings are incorrect."
"Technical descriptions about program was not only bad - but was rotten - yet they aired program when they already knew the quality was so poor." Station received much criticism about this.

Southeast Stations:

"Not enough information is passed."
"Need more Technical information - lacking audio and video test information."

Southwest and West Stations:

"Only received about six pieces of technical information in past year."
"Sometimes too complicated."
"Not relevant in as much as most data refers to interconnection."
"Improving."

Table D.2.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Comprehensive	38	66	104	42	62	104
Incomplete	4	4	8	2	6	8
Other	2	25	27	1	26	27
Total	44	95	139	45	94	139

PBS Stations:

"Could be more of it."
"No response."

ARB Stations:

"Could be more of it."

3. What other technical services should be provided? (Select as many as you feel are important):

Table D.3.-a

	Community	State Authority	University	School	Total
Technical Production Consultation:	20	12	16	10	58
Design Consultation:	9	8	9	10	36
Equipment Evaluation:	22	10	22	13	67
Other:	11	6	10	5	32
Total	62	36	57	38	193

Table D.3.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Technical Production Consultation:	6	14	20	18	58
Design Consultation:	3	8	11	14	36
Equipment Evaluation:	9	22	15	21	67
Other:	7	6	7	12	32
Total	25	50	53	65	193

North Atlantic Stations:

"PBS should stick to operating a network - this is more in line with ETS."
"Do not need this."
"Use of rubidium standard as network sync source so that station can solve to PBS and check sub-carrier frequences."
"Don't feel PBS role."

"Engineering newsletter form type."
"Regional workshops on different subjects including technical equipment and production."
"Wouldn't think of them as a consulting device for general operation."

Great Lakes and Plains Stations:

"More consistant PBS feeds."
"New equipment type approved."
"Recent purchases or anticipated purchases of new equipment."
"Better communication or product evaluation and recording standards."
"Like specifications and operational procedures made available to stations so that closer coordination can be made possible so we could know for sure what TELECO is shooting for and could modify our needs to stay within Teleco operating practices."
"Development of trouble report form to provide written follow-up and feedbacks of chronic problems to PBS technical office staff."

Southeast Stations:

"More strict supervision of AT&T services."
"PBS Engineering Committee serves as a useful input and working exchange on all above and others."
"Technical audio and video tests on a weekly basis."
"Need network transmission of consistently high level - both audio and video."
"Tape evaluation."
"Provide a manual for new stations just being interconnected to catch up with past information."
"NONE NECESSARY."

West and Southwest Stations:

"More FCC Current rules that effect the system."
"Engineering exchange by DE's published and distributed regularly."
"Much help is needed but its priority in the overall program is rather low."
"Second-hand used equipment market."
"Engineering information exchange."
"Promotion and Communication between engineers."
"Check back on lines between Los Angeles and Las Vegas."
"PBS should leave this area to professional or consulting firms. Use their resource in Programming areas."
"Newsletter probably will do."
"A listing of available equipment and test gear."
"Time signal."
"Tape evaluation. We now get it from commercial networks."

Table D.3.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Technical Production Consultation:	17	41	58	19	39	58
Design Consultation:	9	27	36	11	25	36
Equipment Evaluation:	20	47	67	21	46	67
Other:	12	20	32	8	24	32
Total	58	135	193	59	134	193

There was a need expressed for equipment evaluation and technical production consultation with responses to design consultation being considerably lower. There was a total of 32 responses under the "other" category. These responses were organized under the stations by regions and contain a range of suggestions, a few of which are critical but in general represent concerns about engineering problems which might be corrected.

Over half of the station managers reported that they didn't know about the PBS Engineering Committee and would like to know more about its work. Over two-thirds of the station managers who knew about this Committee indicated that they would like to have a member of their technical staff become a member of the Engineering Committee.

The final part of the survey dealt with the area of operations and the first of the questions was whether or not the station manager and his staff sufficiently understood PBS operations to know who and when to call for either routine business or emergency matters. There appears to be no major difference among the responses of the stations regardless of how they were classified. A very large proportion of the station managers, 123 out of 135 responding to this question, said "yes" while the negative responses were samll, 12 "no" responses.

Question 2 dealt with whether or not the operations services were generally satisfactory and, if not, the reasons why they were not satisfactory. There did not seem to be marked differences as to how the managers responded according to the affiliation of their station or the region in which they were located, but those stations operating in the top markets were more likely to respond positively than "all others." The overall response was generally favorable with 106 "yes" responses as contrasted with 29 "no" responses.

D. 4. Do you desire that someone on you Technical Staff become a member of the PBS Engineering Committee?

Table D.4.-a

	Community	State Authority	University	School	Total
Yes	18	11	14	8	51
No	9	1	5	4	19
Don't Know	20	7	27	13	67
N.A.	2	0	0	0	2
Total	49	19	46	25	139

Table D.4.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	12	11	15	13	51
No	5	8	1	5	19
Don't Know	11	18	17	21	67
N.A.	0	0	1	1	2
Total	28	37	34	40	139

Table D.4.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	26	25	51	24	27	51
No	4	15	19	4	15	19
Don't Know	13	54	67	16	51	67
N.A.	1	1	2	1	1	2
Total	44	95	139	45	94	139

E. 1. Do you and your staff understand PBS operations well enough to know who and when to call, whether for routine business or for emergency matters?

Table E.1.-a

	Community	State Authority	University	School	Total
Yes	42	16	43	22	123
No	5	3	3	1	12
N.A.	2	0	0	2	4
Total	49	19	46	25	139

Table E.1.-b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	26	32	29	36	123
No	1	4	3	4	12
N.A.	1	1	2	0	4
Total	28	37	34	40	139

Table E.1.-c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	40	83	123	42	81	123
No	3	9	12	3	9	12
N.A.	1	3	4	0	4	4
Total	44	95	139	45	94	139

PBS Stations:

"Numbers in directory do not tell you from which office they work out of."
"Need a small directory with easily found functions, names, and emergency numbers - desk pad."

E. 2. a.) Are the operations services generally satisfactory?

Table E.2.-a)a

	Community	State Authority	University	School	Total
Yes	40	12	36	18	106
No	7	7	10	5	29
N.A.	2	0	0	2	4
Total	49	19	46	25	139

Table E.2.-a)b

	North Atlantic	Great Lakes and Plains	Southeast	West and Southwest	Total
Yes	21	29	24	32	106
No	6	7	8	8	29
N.A.	1	1	2	0	4
Total	28	37	34	40	139

Table E.2.-a)c

	Top 40 PBS	All Other	Total	Top 42 ARB	All Other	Total
Yes	36	70	106	35	71	106
No	7	22	29	10	19	29
N.A.	1	3	4	0	4	4
Total	44	95	139	45	94	139

The reasons for indicating that the operation services were not generally satisfactory varied a great deal but a common complaint was that the lead time on program information was too short and that the timing on the programs was frequently in error.

The last question in the survey was open-ended and 50 of the station manager made use of this option to indicate operation services that they would like to se changed or initiated. A little less than half of the stations affiliated with universities made suggestions as did over half of the stations operating in the top markets. Suggestions for each station are given separately with the types of affiliations the station has, identified with each quote. A number of the suggestions had to do with the DAX information dissemination and the TWX system.

2.b. & c. If no, which are not? Followed by explanation.

Table 2.b. & c.

1. Top PBS - Top ARB - North Atlantic - State Authority
   Checked "Other"
   Explanation - "Late timing and late delivery of show."
2. North Atlantic - Community
   Checked "Station break promo feed"
   Explanation - "Timing discrepencies."
3. North Atlantic - University and College
   Checked "Other"
   Explanation - "TWX times are incorrect."
4. Top ARB - North Atlantic - University and College
   Checked "Station break promo feed"
   Explanation - "Badly scheduled in relationship to other scheduled material."
5. Top PBS - Top ARB - North Atlantic - Community
   Checked "On-air operation" and "Station break promo feed"
   Explanation - "On-air operations are insecure after 5 p.m. and station break promo feeds are fed too late, too frequent."
6. North Atlantic - Community
   Checked "Other"
   Explanation - "Lead time on program information and change is too short."
7. Top PBS - Top ARB - North Atlantic - Community
   "Yes" answer but checked "On-air operation and station-break promo"
   Explanation - "Program end time not always accurate. Station break and promo too long so we cannot use. Really regret situation."
8. Top PBS - Top ARB - North Atlantic - State Authority
   "Yes" answer with "Station-break promo feed"
   Explanation - "Would like to have promo feed with better timing consistency in relation to PBS logo."
9. Top PBS - Great Lakes and Plains - State Authority
   Checked "Other"
   Explanation - "Late timing and late delivery of show."
10. Top ARB - Great Lakes and Plains - University and College
    Checked "Daily operations log schedule" and "Other" - "Late arrival of promo slides."
    Explanation - "We receive on-air promo slides day of telecast."
11. Top ARB - Great Lakes and Plains - Community
    "Yes" answer with "Other" checked
    Explanation - "Frequently a hassel."
12. Great Lakes and Plains - University and College
    "No" checked - "Daily operations log schedule"
    Explanation - "Timings are inaccurate."
13. Top PBS - Top ARB - Great Lakes and Plains - Community
    "Yes" answer with "Station-break promo feed" checked
    Explanation - "Need more details on promo scheduled and more specific out cries."

14. Top PBS - Top ARB - Great Lakes and Plains - School District
"No" - "Station-break promo feed"
Explanation - "Timing of programs is problem. Promo variations - more information for out-cries is necessary. Program and times do not correspond.
15. Great Lakes and Plains - School District
"No" "Daily operations log schedule"
Explanation - "The timings for each day's schedule should be limited to two TWX messages - one for daytime and one for evening."
16. Great Lakes and Plains - University and College
"No" - "Daily operations log schedule"
Explanation - "Comes pretty sloppy - log time incorrect."
17. Great Lakes and Plains - University and College
"No" - All three categories checked with this explanation:
a. "Send material one day earlier on log schedule."
b. "More description needed on on-air operation."
c. "Promo varies too much."
18. Great Lakes and Plains - University and College
"Yes" answer but with this comment: "Change in last minute promo's not appreciated. Please don't do this!"
19. Southeast - State Authority
Checked "Other" - not courteous
No explanation
20. Southeast - Community
Checked "Other" "Live promo"
Explanation - "Live promo feed at end of PBS programs are changed frequently.
21. Top ARB - Southeast - State Authority
Checked "Other" "Prime time promos fed"
Explanation - "Often deleted from schedule without prior notification for station log correction."
22. Top ARB - Southeast - School District
Checked "Station-break promo feeds"
Explanation - "Need two feeds - no color bars before each promo and breaks aren't timed equally."
23. Top PBS - Top ARB - Southeast - State Authority
Checked "Daily operations log schedule" and "Other" - "Timing and log change.
No explanation
24. Southeast - Community
Checked "Other" - "Program times could be missing in TWX logs via video line.
No explanation
25. Southeast - Community
Checked all three areas
Explanation - "Sometimes too slow, too many snafus, usually because of three seconds of preceeding and DAX information often late.
26. Top ARB - Southeast - Community
Checked all three areas and "Other" - "Improper use of chain break periods."
Explanation: a. Too many change and inaccuracies
b. On-air--too many inaccuracies
c. Inconsistent cuing--all bleeps inconsistent with information
d. For "Other" - Use of bars or test signals needed.

27. West and Southwest - University and College
    Checked "Other" - "No one thinks Rocky Mountain Standard Time."
    Explanation - None
28. West and Southwest - School District
    Checked "Daily operations log schedule"
    Explanation - "Not receiving information fast enough. Need greater lead time or names and length of show."
29. West and Southwest - University and College
    Checked "Other" "Timing"
    Explanation - "Many, many times material arrives too late."
30. West and Southwest - University and College
    Checked "Other" - "Not interconnected"
31. Top PBS - Top ARB - West and Southwest - State Authority
    Checked "Daily operations log schedule"
    Explanation - "Too much detail - repetitive information. Unnecessary last minute changes in the timing and in the schedule promotion."
32. Top PBS - Top ARB - West and Southwest - University and College
    Checked "Other" - "Daily operations need to be exact."
    Explanation - "Need accurate timing well in advance."
33. Southwest and West - School District
    Checked "Daily operations log schedule"
    Explanation - "Needs work - timings are getting later and later."
34. West and Southwest
    Checked "Other"
    Explanation - "Problems arise due to our remoteness. While we are sure that these problems are not ommissions of PBS, there is room for improvement."

3. Are there any operations services which you would like to see changed or initiated?

Table 3.

14	-- Community	8	-- North Atlantic
8	-- State Authority	23	-- Great Lakes and Plains
22	-- University	7	-- Southeast
6	-- School	12	-- West and Southwest
50	TOTAL	50	TOTAL
15	-- Top PBS	13	-- Top ARB
35	-- All other	37	-- All other
50	TOTAL	50	TOTAL

Stations identified by type of license, region, and top market.

1. Community - Top PBS - Top ARB - Atlantic
   "DAX at night"
2. Community - Great Lakes and Plains
   "Problems with machine DAX - do not get soon enough"
3. Community - Top PBS - Top ARB - Great Lakes and Plains
   "Faster response to program submission also use of interconnect on Adult Education and ITV perhaps on a regional basis"
4. Community - Atlantic
   "Get operation logs earlier"
5. Community - Top PBS - Top ARB - Atlantic
   "In areas of programming--lead time needs to be reconsidered. Planning of programming earlier so it can be scheduled and promoted so it won't embarras PBS."
6. Community - Top PBS - Top ARB - Great Lakes and Plins
   "Would like standardized out-cue information listed on operations log so that minimum details would have to be written."
7. Community - Top PBS - West and Southwest
   "DAX messages sent before 6:00 p.m. central standard time."
8. Community - Southeast
   "Closer more communications and expansion of present services."
9. Community - Southeast
   "Speed up DAX information dissemination and promo feed sometimes reaches us sooner than DAX."

10. Community - North Atlantic
"Fewer surveys and questionnaires. Less duplication of information from NAEB - ETS - and CPB."
11. Community - Top PBS - Top ARB - Southwest and West
"Closer quality control on video tape play back feeds. Often frequent banding video noise on Sesame Street, etc."
12. Community - Great Lakes and Plains
"Better response to engineers complaints. Engineers have gone through TWX and have gotten no response. For example, noise in picture in Masterpiece Theatre."
13. Community - Great Lakes and Plains
"With computer operation would it be possible to get full print out at night for following day program schedule and operations log?"
14. Community - Great Lakes and Plains
"Eagerly await completion of DAX."
15. State Authority - Top ARB - Southeast
"DAX emergency alert system."
16. State Authority - Top PBS - Great Lakes and Plains
"Recommend additional daytime video as well as audio test signals. Full frame signals of modulated stair steps and multi-burst whenever possible in daytime hours. BITS currently used as questionnable biggest doubt being that they are originating less than perfect. Availability of poloroid pictures from orginator of test signals would dispense the doubt currently in attendance."
17. State Authority - Top PBS - Atlantic
"Recommend changes in the log format and the manner in which changes are made."
18. State Authority - Top PBS - Atlantic
"More lead time on preemptions on program changes whenever possible."
19. State Authority - Southeast
"Distribution book is not satisfactory, cumbersome, weighty, confused."
20. State Authority - Top PBS - Top ARB - West and Southwest
"Daily log could be provided only the daily DAX system. We are not getting our current information until the following day on DAX. Need this information earlier."
21. State Authority - Top PBS - Top ARB - North Atlantic
"Review of flagged programs sent down earlier. Advance program schedule needed two weeks earlier."
22. State Authority - Top PBS - Top ARB - West and Southwest
"We are dissatisfied with practice of running call letters for other stations and production agencies. It is difficult to develop viewer identification for the station without confusing the problems with additional call letters. KETC - WGBH and NET are the biggest offenders. As new programs come on the networks they too have identification for their production agency. Situation getting worse. Ads for use in local papers now also carry identifications for producing stations. Only authorized identification should be PBS."
23. University and College - Great Lakes and Plains
"Network should use more closed circuit during early hours and noontime for current developments in programming."

24. University and College - Great Lakes and Plains
"Not enough station break promo feeds."
25. University and College - Southeast
"Some TWX messages still come awfully late."
26. University and College - West and Southwest
"DAX material arrives too late for TV Guide."
27. University and College - West and Soutwest
"We want interconnection."
28. University and College - Great Lakes and Plains
"Delete birthday wishes and greetings from daily TWX."
29. University and College - Great Lakes and Plains
"Push regional interconnect service within state."
30. University and College - West and Southwest
"Some program offerings are too late for bulletin--for example, Presidential address coming up 20th of January."
31. University and College - West and Southwest
"Some hot line to technical staff not operational."
32. University and College - Great Lakes and Plains
"Timings are inaccurate."
33. University and College - West and Southwest
"Yes---Interconnect of KUID."
34. University and College - Great Lakes and Plains
"Put logo into program time. Some typing space."
35. University and College - Great Lakes and Plains
"When program is pre feed for recording the start of that program should be 5 minutes after the completion of the previous feed to allow for reel change."
36. University and College - West and Southwest
"Communication from PBS to the station is still a problem. Information frequently incomplete and requires verification and follow-up time in order to disseminate the messages."
37. University and College - Top ARB - Great Lakes and Plains
"Order and confirm faster so that coverage is known."
38. University and College - Great Lakes and Plains
"Need to move toward offering more programs on adult and continuing education lines and less on cultural lines."
39. University and College - Top PBS - West and Southwest
"Original tape color bars sent preceeding program."
40. University and College - Great Lakes and Plains
"Many programming promos are inappropriate for the time slot when other programs are being fed."
41. University and College - Great Lakes and Plains
"Would like to see audio time beep as time check for viewers at home."
42. University and College - Southeast
"Promo feeds separate into categories and feed according to utilization of generic or current (specific program) category."
43. University and College - Great Lakes and Plains
"Timing information distributed earlier by programming and promotion manager."
44. University and College - Great Lakes and Plains
"We would like the full field and VITS timing to be closer and to turn VITS timing tests." And also "get the DAX messages earlier in day."

45. School District - Great Lakes and Plains
"Work toward getting us interconnected as soon as possible and work at getting more local support at local level."
46. School District - Top PBS - Top ARB - Great Lakes and Plains
"Need detailed information on program changes and change TWX feed of 1 p.m. to some other time."
47. School District - Top PBS - Top ARB - Atlantic
"Hope PBS develops instructional programming and becomes more sensitive to ITV."
48. School District - Top ARB - Southeast
"If we could get DAX and TWX earlier in day. Would like to receive pictures earlier and list of programs which will use pictures sooner."
49. School District - West and Southwest
"Keep working toward earlier announcements of new programs."
50. School District - Great Lakes and Plains
"PBS is currently answering via TWX in bits and pieces over a period of several days resulting in a time consuming procedure. Secondly, it is out feeling that the length of all programs be standardized for example 28:30, 58:30, 88:30, etc. The current variation in break length between programs is a nightmare for traffic and continuity."

CONCLUSION

Since almost each question tends to stand on its own, no attempt will be made to provide an extensive summary or test of conclusions; nevertheless, a brief look will be taken at each of three major sections, namely, program evaluation and needs, system use and development, and PBS departmental evaluations.

The general consensus was that programs were generally better balanced and developed than was the case in 1970-71.

In regard to the programs which have done the most to build audiences during 1971, there was quite unanimous agreement that Sesame Street and Master Theatre were very significant with Great American Dream Machine in third position. There were no programs which quite so clearly served least in terms of building the audience but Thirty Minutes With and Black Journal were given an equal number of responses for being least helpful with Masquerade in third position.

When the station managers were asked to rate the number of hours currently offered by PBS in each of several program categories, they indicated that about the right amount of attention was being given to cultural programs, too little to family and children's programs, far too little to instruction and continuing education, some differences of opinion about performance (musical-variety) and performance (non-muscical) but overall about right for these two categories and in regard to public affairs, most responses lay in the middle with some tendency in the direction of too much.

If additional programs were to be developed for certain age groups, the station managers were asked to indicate to which age group they would attach the most importance. Pre-school and early elementary tended to have less support for additional program development with the pre-teen, the teenager, and the young adult all calling for additional programs. There were differences of opinion about additional programming for the general adult although there seemed to be some greater interest in more rather than less and much greater interest in programming for the elderly.

As another way of getting at the development of programs, certain target groups were identified. The American Indian had low priority as did programs for Blacks. There was considerable interest in developing programs for Blue Collar Workers and individuals with Low Incomes but the responses were somewhat mixed in developing programs for the Rural Group although responses tended to be on the higher side in contrast to responses on the lower side for Spanish. Programs for Women produced mixed feelings but there were a few more responses on the lower than the higher side.

A final attempt to get at developing programs was by the identification of topic areas. Viewed in this way, there was high priority given to the development of programs dealing with adult basic education and consumer education with continuing professional education being given low priority. Problems of the aging tended to receive a lower priority while there was

little agreement about technical and vocational education with the responses spread out almost evenly from highest to lowest priority.

The station managers also were given the option of responding to an open-ended question about their preferences for program categories, target audiences, program topics or other types of programs which they would most like to see expanded or initiated. The station managers responded by identifying a large number of possible program areas with the top three programs requested being Consumer Education and Information including Money and Family Management Training, Adult Basic and Continuing Education with Remedial Types of Education for Illiterates, and programs dealing with the Elderly, Senior Citizens and such other topics as benefits for retired people.

During the Fall of 1970, PBS offered several experimental ITV services and the station managers were asked to rate the value of each of these. Many station managers were not aware of the preview IF YOU LIVE IN A CITY, WHERE DO YOU LIVE.... Of those who were aware of it, most of the responses tended to be toward the useless side. The preview of NIT Contemporary Affairs Pilot also found many station managers not aware of the preview and those who were tended again to find it more useless than useful. The PTV Drug Project was found to very useful by an overwhelming number of station managers.

There was general agreement that the proposed schedule of about two hours per week day night and three hours per week-end was about right. Although there were some differences in response to this question depending upon the type of station being operated, the responses to the question about the use of the interconnection system during the day time hours should also give direction to those making decisions about such use. Many station managers did have questions about the use of the network for in-service training both in terms of whether this was the best use of the network and also whether PBS should be involved in such activities or whether they should be carried on at the regional level or the local station.

Station managers generally felt that the PBS staff was attentive to inquiries. The flagging procedures seemed to be acceptable although there were a number of station managers who still have questions about flagging procedures. A considerable number of the stations have offered programs or submitted proposals to which the managers generally felt there was an adequate response by the PBS staff although there were some sharp criticisms of slowness in response or what some managers felt were inappropriate responses.

Responses to the questions about public information were mixed. Since national programming advertisements apparently appear only in the larger markets, many station managers were quite critical of the advertising programs. Many station managers feel that money now spent on advertising in a limited number of cities should be made available to local stations on some type of formula so that they could place their own advertising. Certain services provided by the PBS Office of Public Information were found to be very useful while others were rated quite low.

Visits by PBS stations relations personnel were found to be very helpful but the visits were far too infrequent. The PBS engineering and technical operations staff were considered to be responsive in dealing with AT&T in regard to problems with the interconnection. There were differences of opinion about the usefulness of information distributed to stations by PBS and also whether other technical services should be provided. Many station managers were not knowledgeable about the PBS engineering committee.

Most of the station managers felt that they understood PBS operations sufficiently well to know the correct individual to contact for either routine business problems or for emergency matters. There were many persons critical of some of the operations including particularly the timing of the programs. Finally, many station managers took advantage of the opportunity of the final open-ended question to suggest changes in operation services or to suggest that new ones be initiated.

Overall, the responses of the station managers were certainly on the positive side; although on some matters there were strong and critical comments which should be taken seriously by the appropriate PBS staff in order to bring about desirable changes.

APPENDIX A

PUBLIC BROADCASTING SERVICE
MEMORANDUM

TO: SCOH

DATE: 12/20/71

FROM: WDR WDR

cc: RAM

SUBJECT: Station Manager Survey (Meierhenry #2)

On the basis of my discussion with Wes Meierhenry and his graduate assistant for the study, Hal Smith, here is the projected schedule:

December 17	DACS message from HNG to all station managers announcing the study, its goals, format and dates.
December 21	Mailing (air, Special) to WCM of ancillary program list (for calender 1971; by season and category, amounts and percentages), and a description of the current flagging procedure (for interviewers should managers not clearly understand revised policy per question III,A,1).
December 22	AM: Phone confirmation with WCM of final instrument form and content.
	PM: DACS transmission of questionnaire to all station managers from PBS/ Washington (noting that mail copy plus ancillary material will follow from Nebraska).
December 27	Mailing of questionnaire and program list from WCM to all station managers.
January 3 - 18	Completion by WCM team of all phone interviews.
February 1	Delivery of first pull data: Responses to questions I,1,2; II,A,1,2,4; and the first (un-numbered) question in III.
March 1	Completion of final report.
March 10	Report mailed to all station managers.

APPENDIX B

MEDIA RESEARCH
CONTINUING EDUCATION

December 27, 1971

Dear Station Manager:

As you have been alerted by now, a research team from the Department of Adult and Continuing Education will once again this year make a study of certain aspects of the PBS activities. Because of greater time lead and additional work done by the PBS staff, we feel much more secure about the instrument and also the time schedule this year.

We will conduct the telephone interviews some time between January 3 and 18. We hope this will be a very much better schedule for you and that it will not interfere with your holiday period as the calls did last year.

Enclosed is the questionnaire form which will be used in the telephone interview. Although we will be asking a greater number of questions this year, the form has been worked out in such a way so that responses can be short answers and we would anticipate no greater and perhaps even less time for conducting the interview.

Significant changes were made in the operation of PBS as a result of your suggestions and recommendations. You will be informed of the results of this year's survey.

We shall look forward to your cooperation in responding to our telephone call. A happy holiday season until you hear from us in person.

Sincerely,

W. C. Meierhenry

W. C. Meierhenry
Research Coordinator

APPENDIX C

Station (Location and call letters): _____

A Survey for
The Public Broadcasting Service

I. Program Evaluation and Needs

1. How would you rate the general balance and development of the national program schedule?

   Very Good/___1___2___3___4___5/Poor

2. On the basis of what you have seen of the current 1971-72 national program schedule, how would you rate the overall quality of this year's service as compared to last year's (1970-71):

   Significantly better _____
   Somewhat better _____
   Not noticeably better or worse _____
   Somewhat worse _____
   Significantly worse _____

3. In your opinion, which three PBS series have done the most toward building your audience during calendar year 1971? (A list of programs distributed by PBS during 1971 is attached)

   1. _____
   2. _____
   3. _____

4. In your opinion, which three PBS series have done the least toward building your audience during 1971?

   1. _____
   2. _____
   3. _____

5. There is a possibility that there will be a reduction in the funding available for national program production. In light of this possibility PBS needs to know the value to you of each of its major categories of programming.

5. A. How would you rate the number of hours currently offered by PBS in each of the following program categories.

	Too Much				Too Little
1. Cultural	1	2	3	4	5
2. Family & Childrens	1	2	3	4	5
3. Instruction & Continuing Education	1	2	3	4	5
4. Performance (Musical/Variety)	1	2	3	4	5
5. Performance (Non-Musical)	1	2	3	4	5
6. Public Affairs	1	2	3	4	5

B. If PBS were forced to reduce the amount of programming it feeds, rate in order the categories you would <u>least</u> like to see reduced as a share of the over-all service. (1= highest order of preservation)

Cultural ____
Family & Children's ____
Instruction & Continuing Education ____
Performance (Musical/Variety) ____
Performance (Non-Musical) ____
Public Affairs ____

6. As you know, a number of polls of the stations have been conducted by PBS during the past year. Findings from these polls give rise to the following questions about additional programming. (Rate A,B, and C below using 1=highest priority)

A. With the understanding that these classifications are variously defined and not always distinct, rate the importance of developing programs for each of the following age groups:

Preschool ____
Early Elementary ____
Preteen ____
Teenager ____
Young Adult ____
General Adult ____
Elderly ____

6. B. Rate the importance of developing programs for each of the following target groups:

American Indian ___
Blacks ___
Blue Collar ___
Low Income ___
Rural ___
Spanish speaking ___
Women ___

C. Rate the importance of developing programs for each of the following topic areas:

Adult Basic Education ___
Consumer Information ___
Continuing Professional Education ___
Problems of Aging ___
Technical and Vocational Education ___

D. List in order of preference three program categories, target audiences, or program topics which you would most like to see expanded or initiated in the national service (the program topic or interest need not be selected from any of the examples above):

1. _____

2. _____

3. _____

7. Since the fall of 1970 PBS has offered several experimental ITV services. Please rate the value of each of these ITV services:

a) Preview of IF YOU LIVE IN A CITY, WHERE DO YOU LIVE? (September, 1970):

Very useful/___1___2___3___4___5/Useless

___Not aware of this preview

b) Preview of NIT Contemporary Affairs Pilots (January-March, 1971):

Very useful/___1___2___3___4___5/Useless

___Not aware of this preview.

7. c) Network feed of BECAUSE WE CARE and NOBODY BUT YOURSELF; in-service an in-school series in the PTV Drug Project (SPRING and Fall, 1971):

Very useful/___1___2___3___4___5/Useless

___Not aware of these series

II. System Use and Development

A. Evening Program Service

1. How would you characterize the number of prime time program hours a week (16.0 in January, 1972):

___Too Much ___About Right ____Too Little

2. a) How many evenings a week should the national program service be operative? ___

b) If your answer to a) is six or less, please indicate which nights you would prefer:

_____

3. a) The planning for the national program service has been based on station response calling for a basic schedule of two hours per weekday night and at least three hours per weekend night. So you agree with this goal?

___Yes ___No

b) If not, what would you prefer as the respective number of hours?

___Hours per weekday night

___Hours per weekend night

c) Regardless of the number of hours involved, if there is a basic length of national service for an evening, would you prefer that programs be scheduled for the same hours each evening or do you feel that the hours could be varied according to the appropriateness of the programs scheduled?

___The basic feed should be the same hours, Monday through Friday

___When appropriate and in line with station response, the basic feed could vary night-by-night

4. In last year's survey of station managers, 73% of the respondants felt that PBS should have the authority to remove a problem program from the national schedule. Subsequently, in October, 1971, the PBS Board of Directors affirmed this policy.

   Also, in last year's survey, 88% of the station managers indicated that, in the event that a program is removed from the schedule, it should be made available upon request by closed circuit feed or by video tape.

   a) Do you still agree that a program withdrawn from the schedule should be made available upon request in some alternate form?

   ___Yes ___No

   b) If Yes, in which form would you prefer distribution?

   ___Closed circuit

   ___Library service

B. Daytime Program Service

With the imminent development of a fully dedicated interconnection system, PBS is interested in your opinions with regard to the daytime use of the system.

1. Please rate the importance of the following possible daytime program uses: (1=highest priority)

Children's programs	___
FYI feeds of other station products	___
Important public event coverage	___
Instructional programs	___
Instructional television in-service training	___
Library feeds	___
Press Previews	___
Previews of flagged material	___
Public television in-service training	___

2. If public event coverage were made available, rate how you would be most likely to carry it: (1=highest priority)

Delayed broadcast	___
Edited, package summary	___
Live, real-time local carriage	___

3. If feeds for public television in-service training could be initiated, please rate the importance of the following topics:

Direction ___
Lighting ___
Experimental production ___
Programming ___
Station management ___

4. Are there other public television in-service training areas which ought to be considered?

_____

_____

_____

5. If feeds for instructional television in-service training could be initiated, please rate the importance of these topics:

Evaluation ___
Production ___
Utilization ___

6. Are there any other general uses of the system during the daytime hours which you would be interested in having PBS provide?

_____

_____

_____

III. PBS Departmental Evaluations

In general, how would you characterize the attentiveness of PBS staff to inquiries and requests from your station?

___Excellent ___Good ___Fair ___Poor

The following questions seek both evaluation of various departmental activities and information about some of your own local activities which may help PBS to improve its service to you.

A. Programming

1. a) Has the flagging procedure as revised in May, 1971 proved satisfactory?

___Yes ___No

1. b) If not, please specify:

_____

_____

_____

2. During 1971, have you offered programs or submitted specific program proposals to PBS (other than in answer to Programming Department polls):

a) Offered programs? ___Yes ___No

b) Submitted proposals? ___Yes ___No

c) If Yes in either a) or b), and, regardless of whether or not it was accepted at the time, do you feel that your offering and/or proposal was treated in a fair, thorough, and professional manner?

___Yes ___No

d) If not, please specify:

_____

_____

_____

3. a) In general, have the requests for information or suggestions you have made with regard to Programming Department operations been adequately handled?

_____ Yes _____ No

b) If not, please specify:

_____

_____

_____

B. Public Information

1. Have national program advertisements appeared in your local papers?

___Yes ___No

B.

2. How would you rate the current print advertisement process?

___ Excellent ___Good ___Fair ___Poor

3. How would you characterize the value of the information service package you are receiving?

Very Useful/___1___2___3___4___5/Useless

4. How would you rate this fall's national commercial television advertising campaign for PBS programming?

Very Successful/___1___2___3___4___5/Unsuccessful

5. Would you recommend that a similar television campaign (select one):

____Be repeated at the beginning of each of the three major seasons (October, January, July)

____Be conducted only in the fall

____Be discontinued

6. Please list in order the value of ther services provided by PBS's Office of Public Information: (1=highest value)

___Advertising mats

___Idea service

___Press information (press releases, pictures, etc.)

___Press kits

___Print advertisements

___Television advertisements

C. Station Relations

1. Are visits by PBS stations relations personnel helpful to you and your staff?

___Yes ___No

2. How would you rate the frequency of these visits?

___Too often ___Sufficient ___Too infrequent

D. Engineering and Technical Operations

1. When there are problems with the interconnection service, and such problems are brought to the attention of PBS Engineering and Technical Operations (check one):

___PBS is responsive in dealing with AT&T to provide corrective measures

___PBS is not responsive

___Other (please specify):

_____

_____

_____

2. The technical information distributed to the stations by PBS is (select one):

___Comprehensive and to the point

___Incomplete or irrelevant

___Other (please specify):

_____

_____

_____

3. What other technical services should be provided? (select as many as you feel are important):

___Technical production consultation

___Design consultation

___Equipment evaluation

___Other (please specify)

_____

_____

_____

D.
4. Do you desire that someone on your Technical Staff become a member of the PBS Engineering Committee?

_____ Yes

_____ No

_____ Don't know. Would like to know more about the Committee's work.

E. Operations

1. Do you and your staff understand PBS operations well enough to know who and when to call, whether for routine business or for emergency matters?

_____ Yes _____ No

2. a) Are the operations services generally satisfactory?

_____ Yes _____ No

b) If no, which are not?

_____ Daily operations log schedule information

_____ On-air operation

_____ Station-break promo feed

_____ Other: _____

c) For any checked in b), please explain:

_____

_____

_____

3. Are there any operations services which you would like to see changed or initiated? If so, please specify:

_____

_____

_____

APPENDIX D

January 11, 1972

Dear Station Manager:

I have deeply appreciated the responses to our telephone interview in regard to the operation of PBS. Your willingness to complete the interview form in advance of our telephone call certainly made for an economy in our time and, I am certain, yours too.

I am enclosing a copy of the form on which we recorded the information from our telephone interview with you. We are returning this form which makes it possible for you to verify that the information was recorded correctly from you in the telephone interview. If there should be a substantial variance in the form which is enclosed from the manner in which you responded to our questions, would you please let us know as soon as possible and no later than January 31, 1972.

Once again, my sincere thanks for helping us to complete this information gathering phase with a minimum of time, energy and cost.

Sincerely,

W. C. Meierhenry

W. C. Meierhenry
MEDIA RESEARCH
105 Henzlik Hall
University of Nebraska
Lincoln, Nebraska 68508

APPENDIX E

HEW-USOE REGIONAL GROUPINGS

North Atlantic Region (12 states)

- Connecticut
- Delaware
- District of Columbia
- Maine
- Maryland
- Massachusetts
- New Hampshire
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Vermont

Great Lakes and Plains Region (12 states)

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

Southeast Region (13 states)

- Alabama
- Arkansas
- Florida
- Georgia
- Kentucky
- Louisiana
- Mississippi
- North Carolina
- South Carolina
- Tennessee
- Virginia
- West Virginia
- Puerto Rico

West and Southwest Region (17 states)

- Alaska
- Arizona
- California
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oklahoma
- Oregon
- Texas
- Utah
- Washington
- Wyoming
- Guam
- American Samoa

APPENDIX F

TOP 40 PBS POPULATION MARKETS

MARKET	STATION	POPULATION
1. New York City	WNET, WNYC (WNYE not on air)	16,024,000
2. Los Angeles	KCET	8,820,000
3. Chicago	WTTW	6,800,000
4. Boston	WGBH	4,586,000
5. San Francisco	KQED	4,195,000
6. Philadelphia	WHYY	3,876,000
7. Connecticut Network		3,397,000
8. Detroit	WTVS	3,300,000
9. Alabama Network		3,194,000
10. Kentucky Network		3,029,000
11. Cleveland	WVIZ	2,912,000
12. District of Columbia	WETA	2,869,000
13. Georgia Network		2,687,000
14. Pittsburgh	WQED	2,645,000
15. Baltimore	WMPB, WCPB	2,459,000
16. St. Louis	KETC	2,430,000
17. Dallas	KERA	2,410,000
18. Trenton	WNJT	2,226,000
19. Puerto Rico Network		2,200,000
20. Houston	KUHT	2,110,000
21. North Carolina Network		1,862,000
22. Miami	WPBT	1,820,000
23. St. Paul/Minneapolis	KTCA	1,820,000
24. Milwaukee	WMVS	1,810,000
25. South Carolina Network		1,793,000
26. Oregon Network	KOAC,KOAP	1,570,000
27. Oklahoma Network		1,525,000
28. San Diego	KPBS	1,340,000
29. Nebraska Network		1,315,000
30. Seattle	KCTS, KTPS	1,290,000
31. Buffalo	WNED	1,260,000
32. Denver	KRMA	1,235,000
33. Iowa Network		1,225,000
34. Indianapolis	WFYI	1,210,000
35. Austin/San Antonio	KLRN	1,200,000
36. Providence	WSBE	1,195,000
37. Cincinnati	WCET	1,183,000
38. Allentown/Bethlehem	WLVT	1,148,000
39. Memphis	WKNO	1,127,000
40. Sacramento	KVIE	1,105,000

APPENDIX G

TOP 42 ARB MARKETS

MARKET	STATION	POPULATION*
1. New York	WNET, WNYC, WNYE	5,549,700
2. Los Angeles	KCET	3,221,300
3. Chicago	WTTW	2,366,500
4. Philadelphia	WHYY	2,114,700
5. Boston	WGBH	1,618,800
6. Detroit	WTVS	1,519,600
7. San Francisco	KQED	1,415,100
8. Cleveland	WVIZ	1,270,400
9. Washington	WETA	1,255,800
10. Pittsburgh	WQED	1,101,300
11. Miami	WPBT	1,038,900
12. Baltimore	WMPB	909,000
13. Dallas/Ft. Worth	KERA	871,000
14. Hartford/New Haven	WEDH (WEDN, WEDW)	856,100
15. St. Louis	KETC	847,800
16. Cincinnati	WCET, WMUB	721,300
17. Minneapolis/St. Paul	KTCA	717,000
18. Atlanta	WETV	692,100
19. Providence	WSBE	672,900
20. Indianapolis	WFYI	659,300
21. New Orleans	WYES	651,400
22. Houston	KUHT	640,400
23. Sacramento/Stockton	KVIE	634,200
24. Seattle/Tacoma	KCTS, KTPS	629,800
25. Kansas City, Mo.	KCSD	622,900
26. Milwaukee	WMVS	579,200
27. Buffalo	WNED	561,100
28. Dayton**		558,700
29. Columbus, Ohio	WOSU	551,600
30. Portland	KOAP, KOAC	529,300
31. Tampa/St. Petersburg	WEDU, WUSF	522,500
32. Charlotte, N.C.	WTVI	521,400
33. Memphis	WKNO	505,600
34. Greenville/Spartanburg/ Asheville, N.C.	WUNC (WUNF, WUNK)	485,600
35. Johnstown,Altoona, Pa.	WPSX	480,500
36. Birmingham	WBIQ	479,600
37. Nashville	WDCN	477,400
38. Denver	KRMA	470,000
39. Toledo	WGTE	468,000
40. Harrisburg/York/Lancaster/Lebanon, Pa.	WITF	467,300
41. Grand Rapids/Kalamazoo**		456,700
42. Syracuse	WCNY	451,800

* Net weekly circulation March, 1970
** No PTV station